

LIFE



SPRING VEILS

MARCH 24, 1941 **10** CENTS
YEARLY SUBSCRIPTION \$4.50



The Jewels of Pendom—Parker Vacumatic Matched Pen and Pencil in rich Presentation Case, \$8.75, \$12.75, \$15, \$19.75

Don't Forget His Parker and He Won't Forget You!

The Pen over which he can button his pocket flap as demanded by Army Regulations

Parker's Blue ♦ Diamond is a **LIFE CONTRACT GUARANTEE**

Army regulations demand that pocket flaps be kept buttoned, thus require a Pen that sets low and out of sight. That's one reason the Parker has long been the military favorite. Its pocket-level clip, now as always, holds it **LOW** and **UNEXPOSED**. It's the military "Natural"—not a pen hastily improvised to meet military rules.

Give it to your hero so he'll write *early and often!*

It's smartly styled of shimmering Pearl rings—wholly exclusive. And because it's Guaranteed by a Life Contract from a maker who is here to stay—the Parker Vacumatic is *built like a power-house all the way through*. It keeps going strong when the going in the Army gets rough, or the Navy is sailing far from repair shops.

A careful count by "Our Navy" magazine proves that Parker actually, factually outsells any other 3 combined among your fighting men afloat.

Moreover, its 14 K Gold Point fairly lubricates writing with an "oil-smooth" Osmiridium tip—a tip that *won't wear scratchy in a lifetime*—and that means years on end when he returns.

This Pen and Parker's celebrated Writefine Pencil to match—the two jewels of pendom—make a gorgeous Set in rich Presentation Box, at no extra cost—the Pen

holding **TWICE AS MUCH INK** as our old style, its **TELEVISION** barrel *televising* when to refill—and the trim streamlined Pencil carrying a whole squad of **DOUBLE LENGTH** Parker Writefine Leads.

To those both **IN** and **OUT** of the Service, give a Parker Pen or Set to write you with. Then he'll say, and she'll say: "I CAN'T FORGET YOU!"—and they'll say it with *plump, cheering letters!* Stop and see these Beauties yourself, at any nearby pen counter.

The Parker Pen Co., New York, Chicago, San Francisco.
Factories at Janesville, Wisconsin and Toronto, Canada.

Parker

VACUMATIC REG. T.M.

♦ Parker's Blue Diamond on the Pen is our Life Contract with the owner, Guaranteeing to make good any mishap (except loss or intentional damage) subject only to a charge of 35¢ for postage, insurance, and handling, provided complete pen is returned for service.

COPYR. 1941, THE PARKER PEN CO.



Maxima, \$10
Major or Debutante, \$8.75
Junior or Sub-deb, \$5



Only a Pocket-Level Pen Meets Army Rules

which require that Pocket Flaps be kept buttoned. That's one reason the Parker has long been the military favorite. Its pocket-level Clip holds it low and out of sight. Give your hero a Parker and he won't forget to write.

TO KEEP ANY PEN IN WORKING ORDER—A PARKER OR ANY OTHER—USE PARKER'S REVOLUTIONARY PEN-CLEANING INK—QUINK—15¢ AND 25¢

Pin a Medal on Me!

"I GOT THE FAMILY TO RIDE
IN A NEW PLYMOUTH!"



"AND JUST LOOK WHAT
WE MIGHT HAVE MISSED:"

"Easier Driving! Steering, handling, parking—Plymouth's simply wonderful. The whole family notices that there's delightful power and pick-up, less shifting.

"Fashion-Tone Interior: Smart tailoring, rich fabric and fittings that all our friends greatly admire.

"New Safety Rim Wheels—They're redesigned to keep a flat tire from rolling off the wheel. We feel so much safer on the road.

"Low Price—We found the beautiful new Plymouth actually lowest-priced of 'All Three' low-priced cars on many models! We paid less and got more!"

OWNERS ARE THE FIRST TO SAY

Ride Plymouth and You'll Buy It



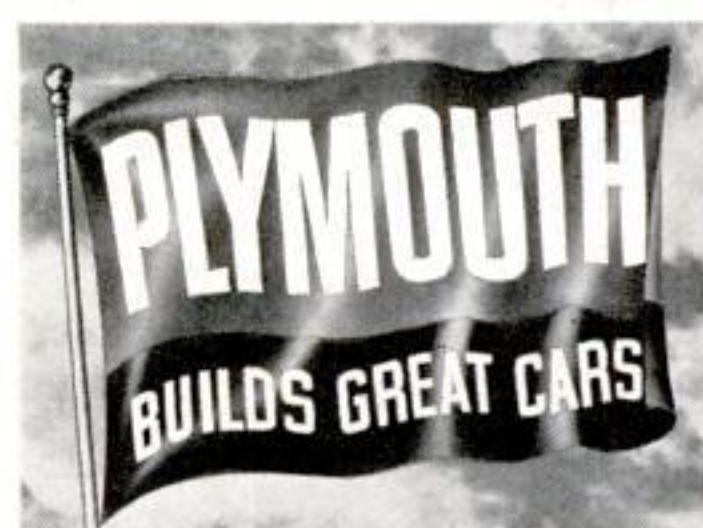
EXPECT A THRILL when you take the wheel of the new Plymouth! Expect something new in performance, comfort, driving ease!

With its big 117-inch wheelbase—longest of "All Three" low-priced cars—Plymouth is impressively big, roomy, in every dimension.

And Plymouth's new High-Torque Performance with new power-gearing gives you thrilling new command of hills and traffic! Driving effort is vastly reduced!

Talk it over with your Plymouth dealer—you'll find Plymouth is lowest-priced of "All 3" on many models. Save money—buy Plymouth!

Major Bowes, C.B.S., Thursdays, 9-10 P.M., E.S.T.
See Plymouth's Low-Priced Commercial Cars!



BIG, NEW 1941 PLYMOUTH—ONLY

\$685

—Delivered at Detroit, Michigan, including all federal taxes. Transportation, state and local taxes, if any, not included. Prices subject to change without notice. Plymouth Division of Chrysler Corporation.

This One



CF53-Q94-N25P

"SURE...I'LL COME CLEAN!"

LEILA ERNST—now appearing in the musical hit "PAL JOEY" at the Ethel Barrymore Theatre, New York, gives a lesson in removing cosmetics.



"Isn't it gooey, this stage make-up? But watch me come clean! Frankly, I worry less about getting make-up off now than before I went on the stage. From other actresses I learned the professional trick of using Albolene, a special cleansing cream."



"Meet my pal, the grandest, quickest cleansing cream I know! The texture is so delicate and silky—look how Albolene spreads! And I'm not being extravagant if I use a lot of it. You'd be surprised how little that huge tin costs."

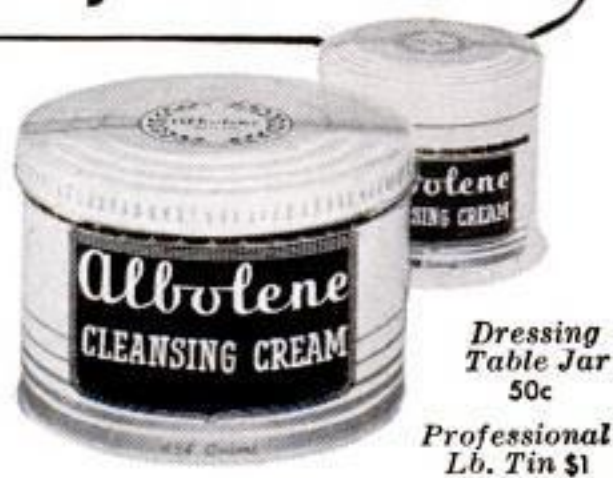


"My face feels like new—soft and smooth again—and awfully refreshed. Incidentally, I'm just as particular about removing my street make-up with Albolene Cleansing Cream. I depend on Albolene at home just as I do at the theatre."



"Hey... Albolene is MY Beauty Secret!"

Yes, many a baby learned about Albolene in the most convincing place in the world—a hospital. Originally made for hospital and stage use—Albolene Cleansing Cream is now being used by thousands of women who take a professional attitude toward their beauty care. It saves money, too! McKesson & Robbins, Inc., Bridgeport, Conn.



Try a "PROFESSIONAL" Cleansing Cream

LETTERS TO THE EDITORS

"Out of the Night"

Sirs:

I read and enjoyed every word of your condensed articles from Jan Valtin's *Out of the Night* (LIFE, Feb. 24 & March 3).

I am wholeheartedly in sympathy with this country's welcoming with open arms such men as Einstein and others, who have led a constructive life and have made great contributions to our cultural and scientific knowledge. However, I see no reason why we should harbor Valtin and his kind.

WILLIAM K. DAVIDSON
Supt., Jackson City Schools
Jackson, Ky.

Sirs:

God knows, Hitler the Beast is bad enough, his Gestapo unspeakably terrible, but in his palmiest days of subservient double-dealing and double-crossing he couldn't hold a candle to Jan Valtin. Perhaps most sickening of all, Valtin "lives the life of Riley" in the very country where he practiced his dirty Communist plots, schemes, red-baiting, etc., with intent to cause strikes, riots, revolutions and to overthrow our democratic form of life.

C. FREDERIC BAHR
Akron, Ohio

Sirs:

True as it may be, the fact remains that *Out of the Night* was written by a Communist who, after all, is nothing more than a Nazi under a Red banner. Red or ex-Red, they are anti-American and hence do not deserve space in a national publication.

D. P. SIFF
J. G. STOCKINGER
W. G. PAINTER
Blacksburg, Va.

Sirs:

You are to be congratulated on publishing parts of *Out of the Night*. My only hope is that a few of my gullible friends will read it. The methods of that unspeakable group of cutthroats are known to a few of us—yet thousands of well-meaning Americans with the best intentions in the world are sucked in.

SIMEON T. ALLEN
Berkeley, Calif.

Sirs:

Out of the Night reveals what the conditions in Germany actually have been and are now. I think it is about time Americans woke up to the mortal danger we are in. If we don't, we are likely to end up under Hitler's rule and in the same condition Germany is in now.

LEONARD H. BRANDON II
Jackson, Miss.

Sirs:

The articles by Jan Valtin certainly had the old familiar ring, although presented in a different manner. The old cry of "Hun," flung from a lip curled in a derisive sneer, is passé and gives way to the subdued utterance of the terrifying Gestapo.

Let's have no more hate propaganda such as we were subjected to in the last war.

WILLIAM C. JACOBS
Saugerties, N.Y.

Sirs:

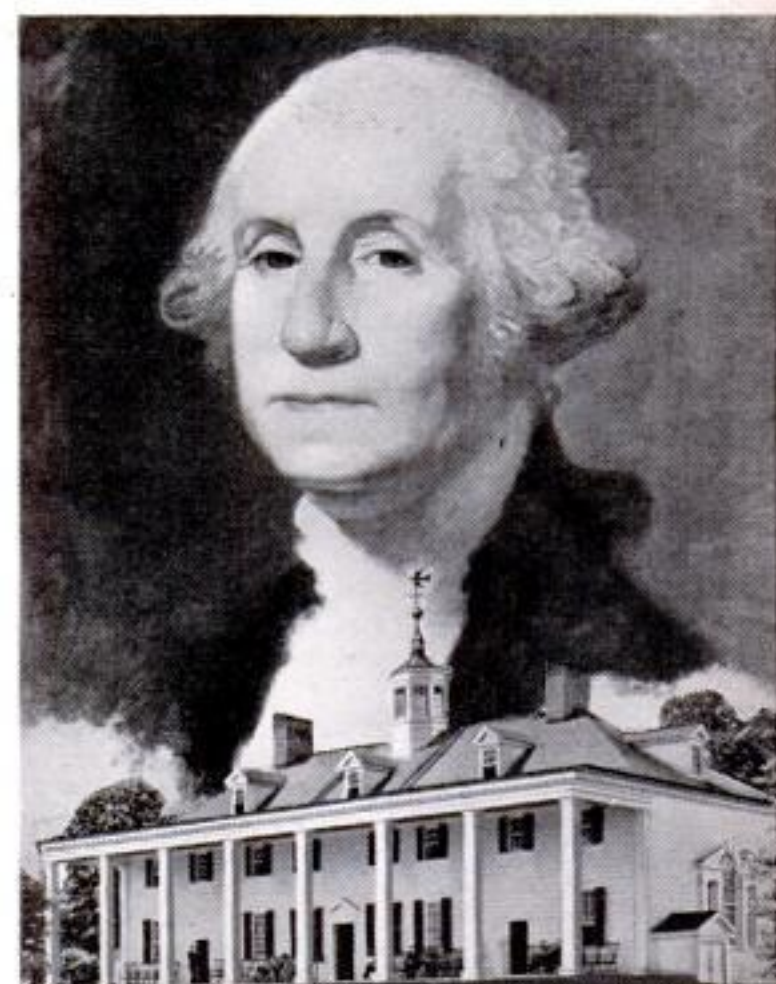
Perhaps *Out of the Night* is one of the methods the Hitler regime is taking to "soften up" the Americans. The diplomats from Germany go into the country next in line for occupation and show films on their Blitz on Poland and other conquered countries, but they seem to be taking a different tactic here in the U. S.

How did this man Jan Valtin come into the U. S. and how has he made a living prior to his book being published? Has he no ill effects from the inhuman treatment he received?

M. W. SCHNEIDER
Portsmouth, Va.

● Valtin entered the U. S. illegally by jumping ship at Norfolk, Va. in March

(continued on p. 4)



YOU'LL BE A
Better American
after visiting

Washington

AS you walk reverently thru Mt. Vernon, home of the immortal Washington... as you stand humbly before historic shrines and vision America's glorious past... you feel a surge of patriotism that makes you glad you're an American!

Nowhere is the true spirit of democracy more strongly reflected than in places and things in Washington, made memorable by America's great pageant of patriots! The Lincoln Memorial... the Capitol... Arlington and the Tomb of the Unknown Soldier... the White House... the Washington Monument!

These, and a host of new Government buildings—new memorials and museums—combine to make your Washington visit an experience you will never forget—a lesson in patriotism you'll long remember!

B & O FARES ARE LOW



Enjoy the comfort of modern Pullmans and Individual Reclining Seat Coaches. Only railroad between the East and West passing directly thru Washington—served by 10 Diesel-Power feature trains. Liberal stopovers. All-expense tours.

TRAVEL NOW—PAY LATER
Ask B & O Ticket Agent

FREE PICTURE MAGAZINE OF WASHINGTON

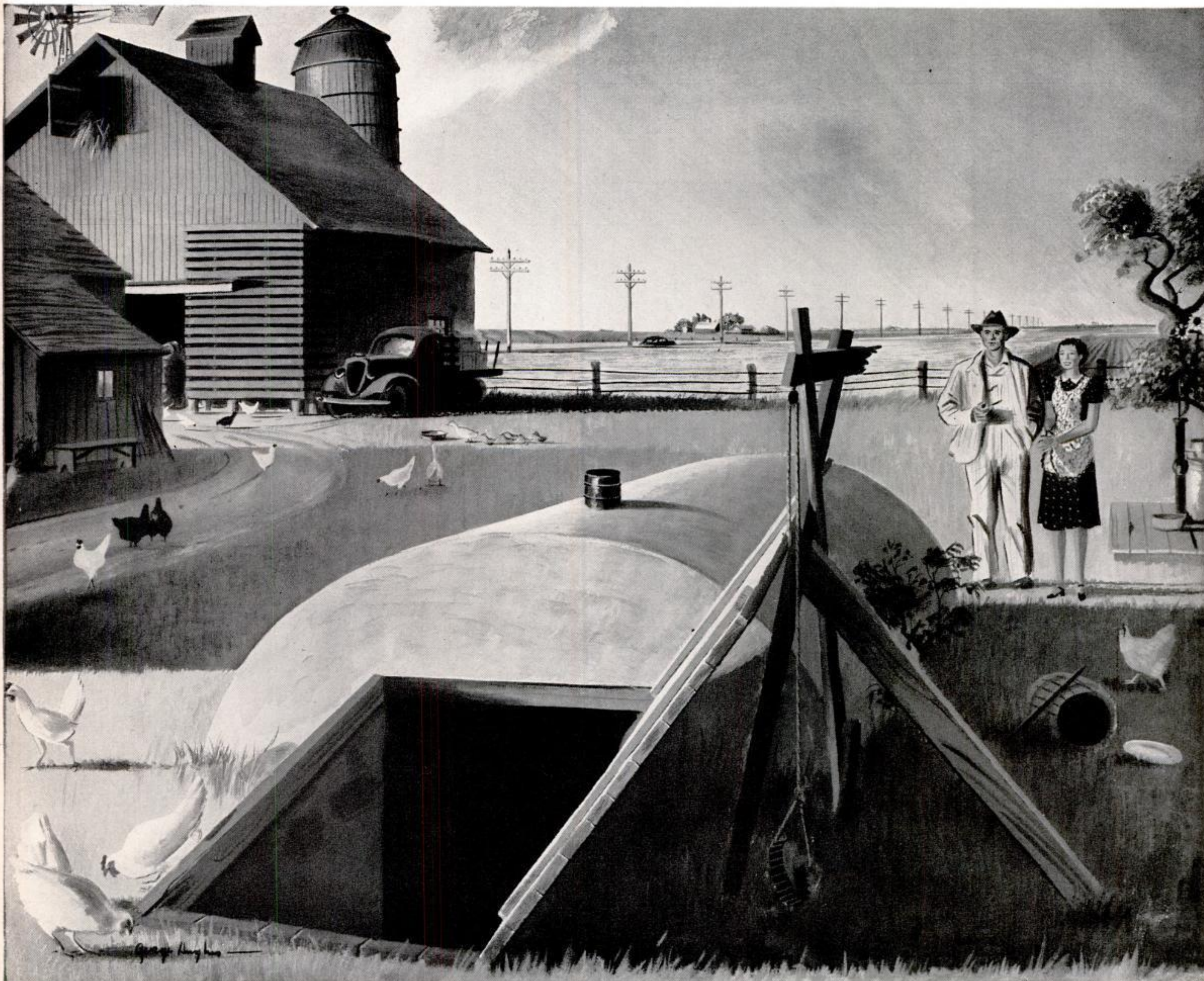
Profusely illustrated. Interesting description of where to go and what to see.

MAIL THIS COUPON TODAY

W. B. Calloway, Gen'l Pass. Traffic Mgr.
Baltimore & Ohio Railroad, Baltimore, Md.
Send me your Washington Magazine.

NAME.....
ADDRESS.....
CITY..... STATE.....
(Paste on Postcard and mail today) L-3

Baltimore & Ohio
RAILROAD
ROUTE OF THE DIESEL-POWER STREAMLINERS



Tornado shelters are built when the wind *isn't* blowing

*W*ith a calm look ahead, the farmer in the storm country builds his shelter when the horizon is clear. He doesn't wait until an ominous black funnel heralds the approach of twisting winds. Then it would be too late.

The same sane attitude toward the future prompts the man who purchases life insurance when all is well. He knows that when danger

threatens, it may be too late to provide this essential protection for his family.

An ideal financial shelter for the average American family is the John Hancock Readjustment Income Plan. When money is most needed during the stormy period immediately following the death of husband and father, it provides the sound shelter of income in






amounts prearranged to cover essential needs. The upkeep cost is modest enough to fit easily within crowded family budgets.

Our booklet, "A Talking Picture," describes the plan in detail and takes but four minutes to read. Write for your copy to Department L-2, John Hancock Mutual Life Insurance Company, 197 Clarendon Street, Boston, Massachusetts.



PICKING A GIFT TO PIECES



-  I adore the *whole set*! Won't we give the nicest little help-yourself parties?
-  Me for that toaster! You'll never find *me* breakfast-grousing about burnt toast.
-  That gorgeous tray! And those stunning dishes! I'll be using them *every day*.
-  The *lap trays* are *my dish*. Never did shine as a cup-and-saucer juggler.
-  Seems we didn't get just *one* gift, darling. It's more like quintuplets.

MANY GIFTS in one! There's no other way to describe this lovely *Toastmaster* Hospitality Set—your golden gift to the bride-to-be. *Complete*, it's the pass-key to carefree hospitality, with the happy hostess actually enjoying her own smart little parties. And "picked to pieces" there's no end to its useful ways. . . . The toaster is a boon! Completely automatic, it clocks the toasting to a T and pops up the piping-hot slices, perfect every time. No watching, turning, or burning! . . . The De Luxe

Hospitality Set (pictured) is \$23.95. Beautiful Standard Set, \$19.95. See them and other *Toastmaster* products, from \$7.50, wherever fine appliances are sold. . . . For a mint of bright, fresh-coined new party ideas—and some marvelous recipes—for the fortunate owner of a *Toastmaster** Hospitality Set or Waffle Service, you need that clever and colorful little book, "Entertaining Hints on How to Entertain." Write for your free copy to McGraw Electric Company, Dept. I., Elgin, Illinois.

TOASTMASTER *Hospitality Set*

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LETTERS TO THE EDITORS (continued)

1938, has since obtained formal identification papers from the State Department. Only Germany, where the Gestapo awaits him, will grant him entry, and Valtin remains here under the right of asylum for political refugees. He has been in contact with the FBI and has expressed willingness to help in U. S. counterespionage work. While writing *Out of the Night*, he supported himself by such jobs as making 45 beds a day at \$80 a month in a New York rooming house. Later Writer Isaac Don Levine took Valtin to his Danbury, Conn. home, where the book was finished. Levine helped edit the manuscript, did no ghost-writing. Valtin's only marked evidence of suffering: loss of all hearing in his right ear.—ED.

Sirs:

Since I am seriously maligned in several quotations from Jan Valtin's *Out of the Night*, may I ask you to publish the following facts:

- 1) I positively did not make the statements attributed to me by Valtin. My services as interpreter at the first International Seamen's Congress in May 1932 were limited to translating the speeches of the American delegation into German, and translating some of the German speeches back into English.
- 2) Although I was an appointed interpreter, I was not part of any Espionage Defense corps nor was I aware that any such organization existed.
- 3) I knew nothing about the dishonest methods Valtin employed to lure Hindu seamen to the Congress. If he really was as shameless as he says, it is most surprising to me. I worked with Valtin (Krebs) for over a year in seamen's work in Hamburg (in fact I lived in his home part of that time) and I felt that he had a genuine respect for workers of all nations.

Finally, please permit me to add that I broke with the Communist Party in 1938 on matters of principle, and have since had no connection with that or with any other political group.

M. APPELMAN

(Communist Party name was Mike Pell) Brooklyn, N. Y.

Cowgirl's Problem

Sirs:

I am at the moment in what is known as an undignified position. Cowboys have been arriving in a constant stream ever since the big break you gave me (*LIFE*, Dec. 16).

Picture yourself waking up every morning to the tune of *The Red River Valley* and at least three strange cow-



COWGIRL BARBARA MOFFETT

hands on your back veranda! I am no Madam Perkins but my problem is the same. Since you seem to be largely responsible for my being the joy and the hope of the unemployed ranchhand, maybe you can also suggest a quick solution to this little clambake?

BARBARA MOFFETT

Hollywood, Calif.

Polish Execution

Sirs:

Knowing full well that newspapers and other magazines would publish the

(continued on p. 6)



FOR GREATER *Eye* COMFORT

You work better, *feel* better, when your eyes are comfortable. If *your* eyes tire easily, if you have frequent headaches or are bothered by sharp light contrasts, have your eyes examined. This may show that you will enjoy greater comfort, feel less strain with Soft-Lite Lenses. These scientific lenses, ground to your prescription, absorb glare, protect your eyes against over-brilliance. And, being slightly flesh-toned, they are less conspicuous, better looking.

MAKE AN APPOINTMENT NOW: To make sure your glasses are adequate for your present needs, have your eyes examined.

Soft-Lite Lenses, made by Bausch & Lomb solely for the Soft-Lite Lens Company, are available exclusively from Soft-Lite Licensees—a carefully selected group of skilled refractionists and dispensing opticians, right in your own community.



There is only one genuine Soft-Lite—identified by this Protection Certificate.

Copyright 1941 Soft-Lite Lens Co., Inc., New York



**The Boss is a
different man
since we changed
to silence!**



1 "No!" bellowed the Boss, when his wife suggested a new refrigerator. "Can't afford it in the first place, and besides—" "Can't afford *not* to have it," broke in his wife. "Our noisy old thing's not only hard on the nerves, but the repair bills are ruining our budget. But I know one that's different. Come and see!"



2 "Not a sound... and lasts longer," explained the salesman. "Servel Electrolux simply can't cause a rumpus or wear. It hasn't a single moving part in its freezing system. A tiny gas flame does the work. And that's *all*!" "Well, I'll be doggoned," says the Boss. "Mister, you've got *something* here!"



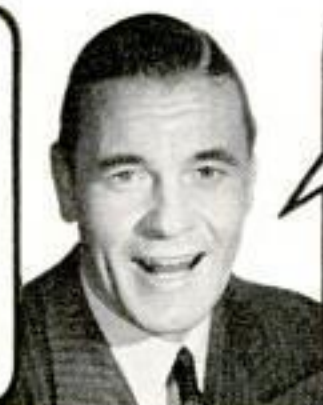
3 Yes! People who've had experience with other makes of automatic refrigerators are quick to note that Servel has all those big operating advantages they want *most*... has all the latest worthwhile conveniences, too. Survey after survey shows that, among owners of other-type refrigerators, the swing is to Servel Electrolux for their *next* automatic.

4 "Silence means savings," smiles the Boss, pleased as punch with our new Servel. "Have you noticed, honey," he says to his wife the other night, "it's costing just a few cents a day for refrigeration since we changed to Servel?" "You bet I have," she grins, "and I've noticed too, my pet, that you're a different man since we changed. Eh, Scottie?"

If you look at one refrigerator, look at Servel—If you look at more than one, look at Servel to see the difference



"Other refrigerators may cost little to run when new, but Servel keeps right on operating for just a few cents a day, year in and year out. This and the wonderful silence are the things which caused me to choose the Silent Electrolux for my second refrigerator." Mrs. Mary E. Walker, 48 H Street, N. E. Washington, D. C.



...because it freezes with
**NO MOVING
PARTS!**

Stays silent...lasts longer

**SERVEL
ELECTROLUX**

Gas
REFRIGERATOR

FOR FARM AND COUNTRY HOMES—MODELS RUN ON
BOTTLED GAS—TANK GAS—KEROSENE
Write for details to Servel, Inc., Evansville, Ind., or
Servel (Canada) Ltd., 457 King St. W., Toronto, Ont.

CIRCLE TREAD

Ozite

REG. U.S. PAT. OFF.

RUG CUSHION

**Buy it once . . . lasts a lifetime
Saves much more than it costs**

**Just one extra year added to your rug's
life repays the cost of Circle Tread Ozite
. . . and it goes on and on saving . . . so you
really pay nothing at all for the luxuriant
softness that makes your rugs so deep and
richly comfortable. What else in your home
costs so little and does so much?**

ONLY—please remember that not all rug pads are honest-to-goodness OZITE. To get the genuine and avoid chance of disappointment, *insist* on Circle Tread Ozite Cushion. Sold under a guarantee of satisfaction by the largest manufacturer of quality rug cushions.

Circle Tread Ozite is available in 32 oz., 38 oz. and 45 oz. weights, to meet every budget. Made of Real Hair, reinforced with an adhesive fabric center. Sterilized by "Ozonizing." Permanently mothproofed. Sold everywhere.

CIRCLE TREAD

Ozite

REG. U.S. PAT. OFF.

RUG CUSHION

**Buy the best . . . know no regrets
Look for the name on every yard**

Send for FREE Booklet on Care of Rugs and Carpets!

Loads of valuable information on care of rugs and carpets. Ask for Booklet 108, sent free with sample of Circle Tread Ozite. Address Clinton Carpet Co., Merchandise Mart, Chicago.

GUARANTEED
AS SHOWN IN
Good Housekeeping
Magazine



LETTERS TO THE EDITORS

(continued)

execution of Polish civilians, you quickly publish them (LIFE, Feb. 24) and then by left-handed methods imply that these executions are not atrocities, and in this manner sanction the deeds of these brutes.

What I hate is the repeated mouthing of the Germans that they did not lose the last war on the field of battle but that they were stabbed in the back. Brother, I was there and saw those heinies run.

ALBERT SWENLY

Chicago, Ill.

Sirs:

Gruesome and horrible as those pictures are of the Germans' treatment of the Poles (and other conquered nations), I am grateful to LIFE for printing them because it shows those Americans who say, "It doesn't matter who wins the war," that they are in reality saying, "The Germans may dominate the whole world and treat people the way they please, as they did in those pictures, and it doesn't make any difference."

This is an abominable attitude.

ANNETTE MUNN

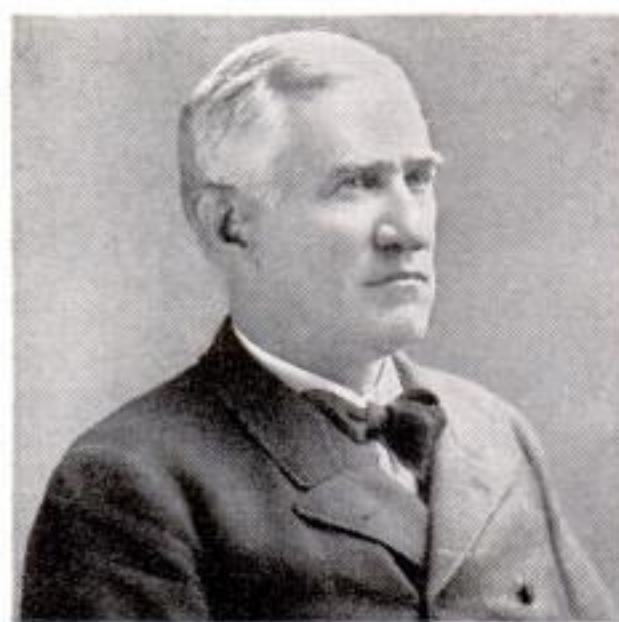
New York, N. Y.

First Ambassador

Sirs:

Many people were surprised that Thomas Francis Bayard was omitted from the list of Ministers and Ambassadors to Great Britain published in LIFE, March 3.

President Cleveland selected Mr. Bayard to represent America at the Court



AMBASSADOR BAYARD

of St. James's and Mr. Bayard was the first to bear the title of Ambassador to Great Britain.

HERBERT H. WARD JR.

Wilmington, Del.

● LIFE showed only 24 out of 43 previous U. S. envoys to Britain, is glad to print Bayard.—ED.

Table Tennis

Sirs:

On behalf of the U. S. Table Tennis Association, I want to express our appreciation for the splendid table tennis article which appears in your March 3 issue. As editor of the only table tennis magazine in U. S., I know that action photos are extremely difficult to shoot.

MELVERN EVANS JR., Editor

Table Tennis Topics
Lancaster, Pa.

"Aussie Conquerors"

Sirs:

Your photo on the cover of LIFE, Feb. 24 is ridiculously named! "Anzac Conquerors." Conquerors of what? Some poor poverty-stricken, anemic and weak-kneed dagos—Italians since the time of the Romans have never been able to put up a first-class fight anywhere.

HAROLD NASON

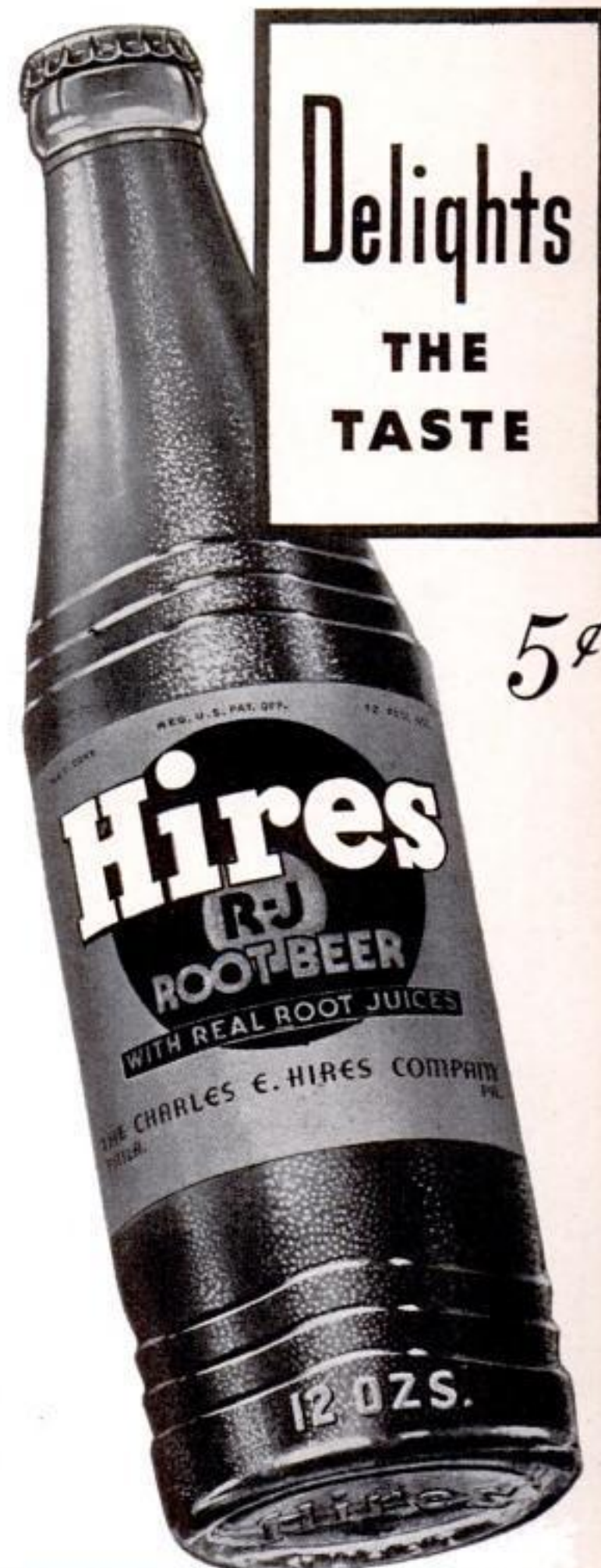
Philadelphia, Pa.

"Dinkum," "Bonza"

Sirs:

"Square an' all" you blokes gave us a "bonza" article on Australia's war

(continued on p. 8)



**Delights
THE
TASTE**

5¢



Junior is always a little gentleman in McKEM DELTA COTTON KNITS.

No amount of "rough-house" can mar the resilient texture and shaped-to-fit smartness of these pullovers and suits. They'll never stretch, shrink or fade. Youngsters outgrow them before they outwear them.

Color combinations stay bright and clear despite many tubbings. Firmly knit of health-protecting long staple delta cotton, with trim necks, button shoulders, snug little suspenders . . .

At your favorite store or write us direct . . .

Pullovers \$1 ea., suits \$1.95 & up, sizes 1-6. Also 2-piece dress for sister \$1.95, sizes 1-6. Pullovers too, for big brother, sizes 6-12, \$1.50 . . . for big sister, sizes 7-16, \$1.50 . . . and for mother, sizes 12-20, \$1.95.



McKern
DELTA COTTON KNITS

McKEM, Inc., 1350 BROADWAY • NEW YORK

Write for free booklet



**"The cheap way is
much more expensive"**

A BUSINESS MAN was preparing to erect a mercantile structure. He planned to use a sub-standard wall because it meant an apparent saving of a thousand dollars. It happened that in his town no building code existed to prevent it.

The White Fireman* urged the use of a better, safer wall, which would afford greater protection against communicated fires from neighboring buildings . . . and thus entitle the new structure to a lower fire insurance rating.

This was done . . . and the additional expenditure was repaid in less than eight years by the annual saving in fire insurance.

*THE WHITE FIREMAN symbolizes the loss-prevention engineering service maintained by this Company to the advantage of policyholders. It is available through any North America Agent or your insurance broker.

North America Agents may be found in the Classified Telephone Directories under the name and identifying "Eagle" emblem of . . .



Insurance Company of North America

PHILADELPHIA

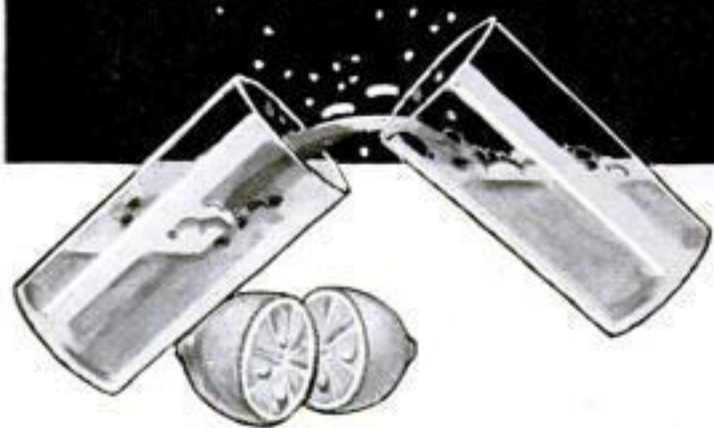
This oldest American fire and marine insurance company and its affiliated companies write practically every form of insurance except life

FOUNDED 1792 • LOSSES PAID: \$447,000,000

Make It Your 'REGULAR' RULE



Use Mild LEMON & SODA



Do you take laxatives? Or feel you need one? Join the thousands who have found ample help this gentle way:

WHAT TO DO

First or last thing daily, squeeze the juice of one Sunkist Lemon into a tall glass half full of water. Put one-half teaspoon of baking soda (bicarbonate) in another glass. Pour back and forth, and drink as foaming quiet.

Or you may prefer, as some do, to take just the lemon juice in a full glass of water.

OTHER BENEFITS

Besides aiding elimination, lemons are the only known source of vitamin P (citric), an excellent source of vitamin C, and help promote normal alkalinity.

Try this for ten days. See if you do not benefit when you make it your "regular" rule.

Copr. 1941, California Fruit Growers Exchange



CALIFORNIA
Sunkist Lemons

Hear "Hedda Hopper's Hollywood"—Many CBS Stations—6:15 P. M., E. S. T.—Mon., Wed., Fri.

LETTERS TO THE EDITORS (continued)

effort (LIFE, March 3), but you made the well-known Aussie adjective "dinkum" work overtime.

"Dinkum" means honest, true. "The dinkum oil"—the truth. If you are interested in horse racing, as so many Aussies are, and you got the "straight griffin" (secret information from an owner of race horses), it would be "the dinkum oil." In referring to a fine city like Sydney or a magnificent kick on the football field, you would use the word "bonza"—an adjective expressing the superlative of excellence—and not "dinkum."

Australia's war effort, so comprehensively illustrated in your article, proves conclusively that the Aussies are "grafters"—"ard grafters." Unlike the American word, "graft" has an entirely different meaning in the Commonwealth. If a bloke is a "ard grafter," he is an honest son of toil in any sphere of life. But when it comes to real hard manual work we use the expression "yakker."

And as for Hitler, he's "a fair cow"—an utterly obnoxious and otherwise inexpressible person.

M. P. GREENWOOD-ADAMS
Flushing, N. Y.

"Footie"

Sirs:

According to LIFE, Feb. 17 on the do's and don'ts of campus etiquette, the don'ts of yesterday are still the don'ts of today. After nearly half a century, the show (with slight variations as to costume) still goes on.

If grandma's courtship included footie at the dinner table, why can't a Maryland coed quietly have her



FOOTIE: OLD & NEW

boots buffed by a sloppy-socked soph in the library?

Well, here is proof in one of the well-known Charles Dana Gibson illustrations of many years ago.

ALLEN C. REED

Los Angeles, Calif.

Kuomintang Pledges

Sirs:

When we received a few back numbers of your magazine for our library the other day, it occurred to me that you would be interested in the great attention they received from the boys (see cut on p. 11).

Our school is one of the many Chinese "refugee" schools. We are located in interior Fukien province, quite safe from enemy bombs. The little market town here, whose temples and guild halls we have "rechristened" as school buildings, is far up on a branch of the Min River.

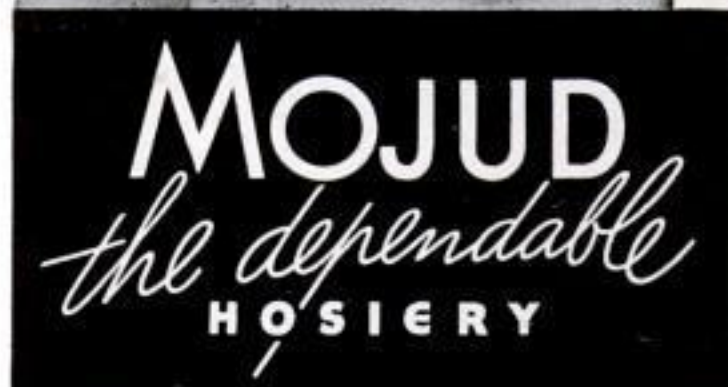
The boys shown in the picture are standing in front of a reconditioned temple. The Chinese characters are part of the twelve pledges of the Kuomintang (National) Party. All our boys are required to wear the black uni-

(continued on p. 11)



Every pair made with loving care...to bring you glamour, beauty, extra wear. Preferred by millions of women...Sold by over 6,000 stores, coast to coast.

SILK, 79¢ to \$1.25
NYLON, \$1.35 & \$1.50



TRADE MARKS REGISTERED COPYRIGHT, 1941
MOCK, JUDSON, VOHRINGER CO. OF N. Y., INC.



SPRAYS ON—So quick—so easy to apply!

STAYS ON—Make this test! Spray SNO-MIST on your hand—Rub lightly. See how it turns to a clinging, cream-like film of long-lasting protection—to keep you fresh!

SOOTHING—A delight to use any time. Its antiseptic properties are an extra safeguard. Retards perspiration. Harmless to clothing. Economical.

The Phillips & Benjamin Co.
Waterbury, Connecticut



SNO-MIST
ANTISEPTIC
DEODORANT

Sprays on as a Powder
Stays on as a Cream

59¢ at drug and department stores

Duraglas* Protects Coffee Strength and Flavor Before and After It Leaves the Store



TOBACCO



BEVERAGES



FOODS



COFFEE



DAIRY



**Duraglas* ...THE NEW
TECHNIQUE IN GLASSMAKING**



CUSTOMER: "My husband's a crank about having clear, fragrant coffee. What can I do?"
DEALER: "Buy it in Duraglas jars. Then you're sure of keeping coffee flavor-protected after you take it home."

The more you like coffee, the more you will appreciate Duraglas, the modern coffee container.

For Duraglas offers *double* protection of flavor and goodness. Coffee in Duraglas jars is vacuum-packed... assuring freshness when you buy it. More, you can re-seal the Duraglas container—*airtight*—by screwing the rubber-lined cap back on the jar.

That gives you assurance of rich, full-bodied

delicious coffee down to the last spoonful.

It is the perfect home container... but without price penalty for the roaster or for you. You can discard "empties" without a second thought.

Duraglas containers, lightweight and economical, give other industries, too, opportunity to use packages that let you *see* before you buy—make sure your money goes further. Owens-Illinois Glass Company, Toledo, Ohio.

OWENS-ILLINOIS GLASS
First in Glass

Trade-mark of the Company whose pioneering research transforms glass into products useful to everyone... Glass Containers, Insulux Glass Block, and Libbey Safedge Glasses.

NEW! Vegetables kept garden fresh behind glass!



COPYR. 1941, NASH-KELVINATOR CORP.

Yes, a refrigerator with glass shelves—and a glass-enclosed Cold-mist Freshener to guard precious vitamins—typical of the 1941 Extras made possible by Kelvinator's new way of doing business.



I DON'T KNOW when I've seen women so thrilled as they are about the 1941 Kelvinators. And, I've been selling refrigerators for years.

Look, for instance, at the magnificent Moist-Master model (illustrated) that keeps all foods fresher, longer. It has a brand-new kind of refrigerating system with cooling coils concealed within the walls of the refrigerator.



A Kelvinator "Extra"—The new "Cold-Ban"

Shelves are of crystal-clear glass... a super-moist Cold-mist Freshener keeps vegetables garden fresh and protects precious vitamins.

How Kelvinator's new, less expensive way of doing business saves you up to \$30 more

Last year Kelvinator developed a new, less expensive way of doing business—that saved buyers from \$30 to \$60 each over previous year's prices—and sales were $2\frac{1}{4}$ times those of the year before.

This year Kelvinator has carried this program a step further. Result: even lower prices (with savings up to \$30 over last year)—even better values—and more extra features than ever before.

Is it any wonder that consumer groups both last year and this year have hailed the new Kelvinator program as a courageous move in the public interest? Write Dept. L-1 for a beautiful full-color catalog.

Yet this Moist-Master Model... the newest and finest Kelvinator... costs no more than the ordinary refrigerator of a year or two ago.

And it is only one of nine beautiful, big Kelvinators you can choose from. Each offers a variety of "extras".

There's the shining Stainless Steel Cold-Ban that eliminates over 80 unsightly, hard-to-clean screwheads. It's an exclusive Kelvinator extra.



Moist-Master Model M-6—\$179.95*—Eight other models, including 6 $\frac{1}{4}$ cubic foot SS-6—\$119.75*—And beautiful, completely equipped S-6—\$144.95*

And a Magic Shelf—another exclusive extra—gives you five different interior arrangements in a jiffy—makes extra room for tall bottles and bulky foods.

Still more extras! A big Vegetable Bin for dry vegetables... big Moonstone Meat Chest... new Polar Light... oversize Crispers... the economical Polarsphere Sealed Unit. And extra! extra! Every "6 ft." model has actually 6 $\frac{1}{4}$ cubic feet of space.

And value? In cold figures, you save up to \$30 on these new Kelvinators, thanks to Kelvinator's new, less expensive way of doing business.

We Kelvinator dealers are anxious to show you these big values. Won't you stop in soon?



A Kelvinator "Extra"—"5-Way Magic Shelf"



A Kelvinator "Extra"—"Big Vegetable Bin"

Kelvinator Division
NASH-KELVINATOR CORP.
DETROIT, MICH.

*Prices suggested are for delivery in your kitchen with 5 Year Protection Plan. State and local taxes extra. Prices are slightly higher west of the Rockies. In view of rising costs prices subject to change without notice.

Look at the Beauty!
Look at the Extras!
Look at the Price!

Get More—Get **KELVINATOR**

Does Smoke-Smudge dim the sparkle of your Teeth?



Do your teeth look smudged and yellowish? Here's the way to remove ugly smoke-smudge and make your teeth gleam and sparkle. Use Iodent No. 2—either toothpaste or powder. Cannot injure enamel, for Iodent is specially made by a Dentist and guaranteed SAFE. Try refreshing Iodent today and bring back the sparkle to your smoke-smudged, hard-to-bryten teeth!

IODENT
TOOTH PASTE *also* POWDER

SMART DOUBLE FEATURE! ***†

NEW!



Dickie-Bra
THE TWO-IN-ONE
FUNCTIONAL
FASHION THAT
Looks Smoother
Fits Better
Feels Firmer

CLUB CLASSIC (Pictured.)

Convertible collar of Master Weave
Celanese* rayon sharkskin. White only.

A 1-piece wear-with-all fashion that spruces up your suits, sweaters, dresses with a new secure front! Eliminates over-head mussing and riding up, for you snap it on like a bra and it stays put. Functional as well as smart, the bra keeps the dickey collar snug while the collar gently lifts the bust. You'll love the smooth ever-fresh look... for it launders in one flat piece. Adjusts to your individual proportions. Sizes 30 to 38.

Also other models at your favorite store, about \$1 and \$2, or mail coupon.

Howards, Fifth Avenue, Inc.
417 Fifth Avenue, N. Y. C.

Send me.....DICKIE-BRAS at \$1
Brassiere size.....or Measurement.....
(If giving measurement, specify around body at
highest point of bust)

Name.....
Address.....
City & State.....

*Reg. U. S. Pat. Off. **Reg. App. For. †Mechanical Pat. Pend.

LETTERS TO THE EDITORS (continued)

form. The boy with the armband has lost a close relative in the past twelve months.

All of the more than 640 boys are tremendously interested in America—they receive six to nine years of English training—and the pictures and articles in LIFE are eagerly read by them. Do I dare suggest that a subscription for



YANGKOW READERS

A. C. C. would be heartily welcomed and another step in cementing the already close friendships between our two nations. We have to save every cent we can get—rice prices, etc., are so high now, or we would have bought a subscription long ago.

HSU YU-EN, Science Teacher
Anglo-Chinese College
Yangkow, China

Pain

Sirs:

Here's a reprint from the Pittsburgh Medical Bulletin of my story of a Mayo Clinic study which rather disagrees with your pain story (LIFE, March 3). Yours was a swell story, incidentally.

"Who is easiest hurt? Dr. R. M. Wilder of the Mayo Foundation determined to find out. Following the technique of E. Hollander, he placed a piece of roughened metal, such as is used for food graters, within the contact surface of an ordinary blood-pressure cuff. When the cuff was tightened, the patient who had innocently been expecting nothing but a squeeze felt a sharp prick...."

"The pain pressure test was applied to 230 men and 164 women—all types of cases except hypertensives.... Findings were that women are much more sensitive to skin pain than are men."

NORMAN R. GOLDSMITH, M.D.
New York, N. Y.

Finished Job

Sirs:

I was keenly interested in your article on appendicitis (LIFE, Feb. 24). I am, however, rather surprised that the author of such a splendid article could have completely ignored showing what the patient may expect for his money in the way of a finished job, a point that might be of great interest to strip-tease dancers and debutante bathing beauties.

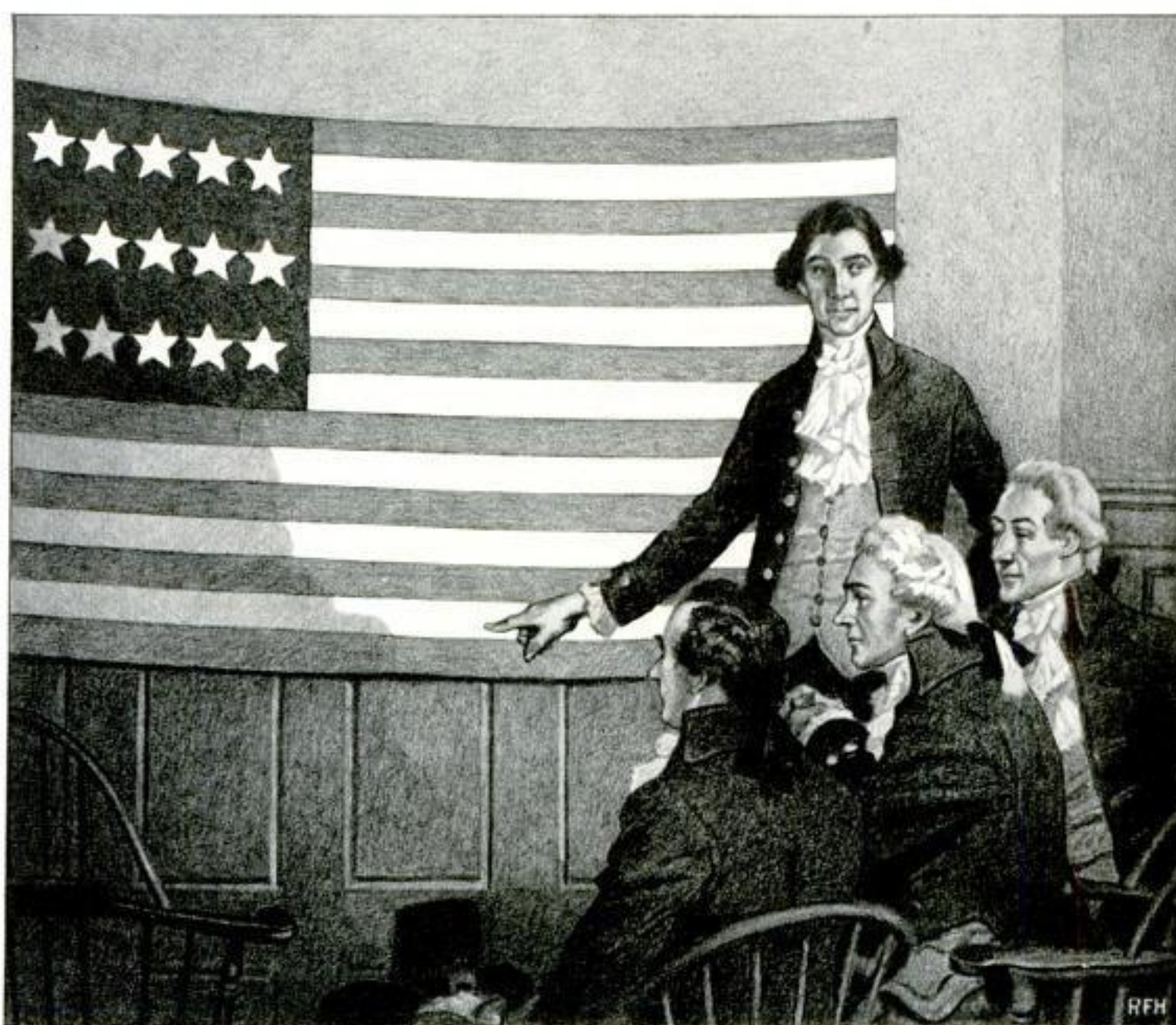
I deem it only proper to offer the enclosed photograph to complete the article and show what a really fine, finished job of fancy embroidery a skilled surgeon can execute on the epidermis.

A. MILNE RAMSEY
Pittsburgh, Pa.



SURGEON'S EMBROIDERY

"PROTECTING THE AMERICAN HOME"



Vermont's 150th Anniversary. When Vermont entered the Union 150 years ago (March 4, 1791), followed by Kentucky (June 1, 1792), it was felt that the new States should have the same representation in the design of the flag as the thirteen original States. Congress accordingly enacted and George Washington approved that "the flag of the United States be fifteen stripes... and fifteen stars, white in a blue field, after May 1, 1795." When other States were admitted, the fifteen-stripe flag was officially abandoned.

National Life—91st Year

The 143,000 owners of National Life insurance contracts will read with pride some of the high-lights of the results achieved by their company during the past year, ending December 31, 1940. (If you are not a policyholder of the National, you might like to read this "over his shoulder.")

Noteworthy results were produced in 1940 by the management of the Company, notwithstanding disturbed international affairs and difficulties of making satisfactory new investments.

Under these trying conditions, net interest earned in 1940 was 3.69 per cent as compared with 3.71 per cent in 1939.

The Company, from current earnings, maintains for 1941 the same dividend scale as in 1940, giving its policyholders life insurance at low net costs.

The assets now total over two hundred and twenty-six million dol-

lars. They increased over eleven million dollars in 1940.

The market value of the Company's bond holdings is now \$4,565,301 in excess of book value used in the statement.

Payments to policyholders and beneficiaries in 1940 were \$18,433,155.93, including dividends of \$3,764,938.91.

Reserves, to meet policy promises, were increased \$10,213,841; reaching a total liability of \$215,196,936.55.

To an already substantial surplus was added \$254,250.98, bringing the total to \$11,477,743.17.

Outstanding loans on policies were reduced \$1,837,466.86.

Insurance in force at year-end totaled over five hundred and seventy-five million dollars, an increase of nearly fourteen million dollars over the previous year.

You will find a detailed 91st annual statement of the National Life an interesting picture of sound financial management. Send for a copy. No obligation, of course.

NATIONAL LIFE
INSURANCE COMPANY
HOME OFFICE—**VERMONT**
MONTPELIER,

A Mutual Company, founded in 1850, "as solid as the granite hills of Vermont"

WHAT IS AN AMERICAN?



It's not a matter of Birth...
It's not a matter of religion... It's not a matter of Political Belief...
IT'S THE WILL TO GO TO BAT FOR UNCLE SAM IN THE PINCHES...
Not every Guy will shoulder a Gun. But every American Knows that
America's Front Line is The Production Line... His Big Job is to

*** Keep It Moving!

You are a **PRODUCTION SOLDIER**...
America's First Line of Defense is **HERE**

SPEAKING OF PICTURES...

THESE ARE DEFENSE POSTERS

Inconceivable would be a war without posters. Like bands, parades, flags and patriotic speeches, they are designed to rouse peaceful citizens to deeds of daring and hard work. Already, in World War II, the U. S. has been bombarded with such poster art. It has been urged, not entirely consistently, to *Send Bundles to Britain*, *Keep Out of War*, *Join the Army, Navy or Marines*, *Remember America First*. Last week it got a new bombardment. For the first time since World War I, posters were being hung in defense factories urging workers to obey regulations, work hard, keep their mouths shut, look out for fifth columnists and saboteurs.

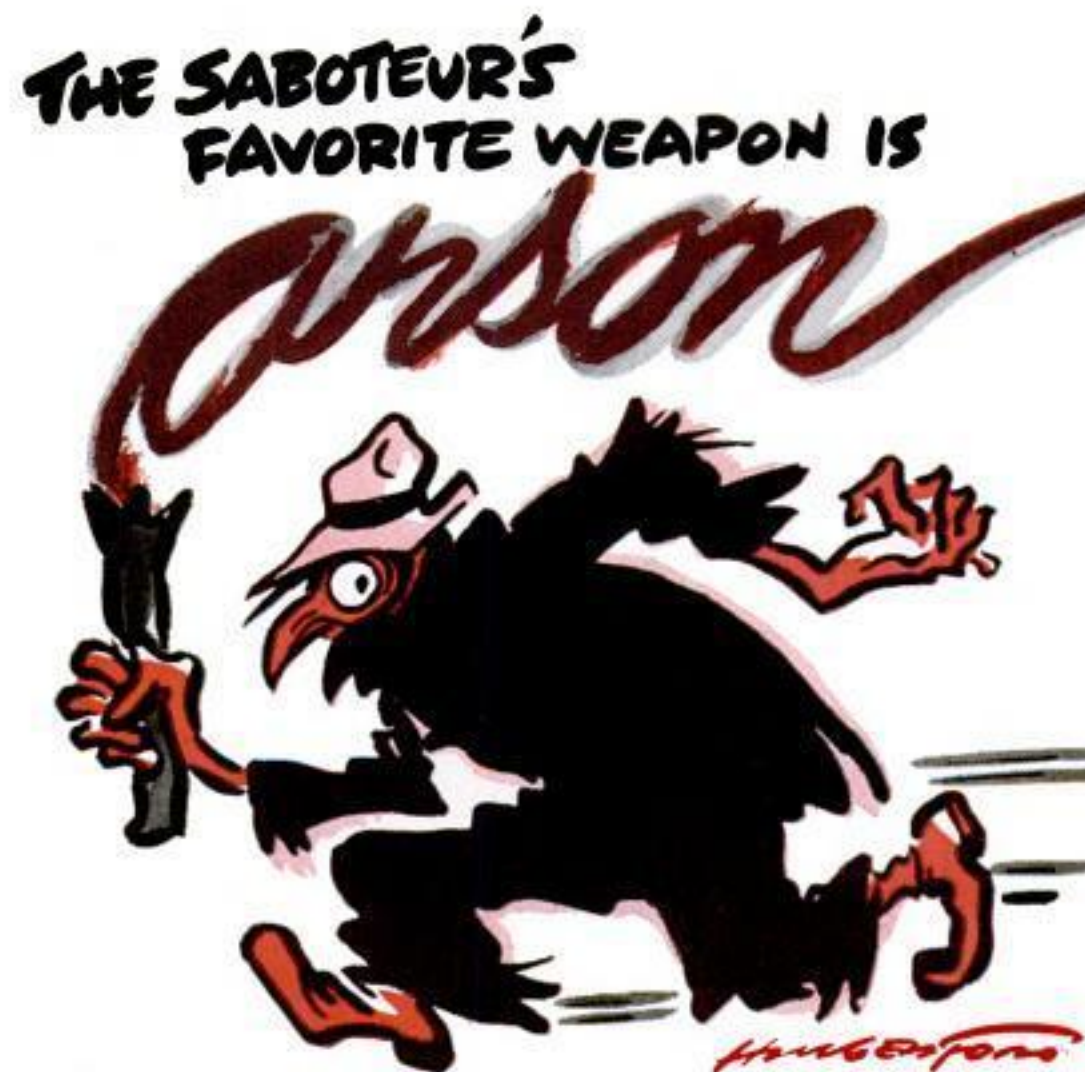
Creators of these new cartoon-posters were Cy Hungerford, famous cartoonist of the *Pittsburgh Post-Gazette*, and George Sherman, Pittsburgh advertising man. The idea came to them one night as they were discussing the FBI survey of industrial plants. The survey was to detect means of preventing sabotage. Why not, reasoned Hungerford and Sherman, by means of humorous posters make the worker himself more conscious of the national importance and danger of his job. With this in mind, they went to Washington, saw J. Edgar Hoover, got encouragement and ideas from him. Returning to Pittsburgh, Hungerford drew, and Sherman wrote, the series of twelve posters shown here.

First poster customers were Carnegie-Illinois Steel Corp., which bought 3,600, and Westinghouse Electric & Manufacturing Co., which bought 1,680. Since then the American Rolling Mill Co. and Rustless Iron & Steel Corp. have taken trial orders. Says Sherman: "They should be effective because we have put some good red meat in them."



Other countries said "IT CAN'T HAPPEN HERE" But look at 'em today. There is only one answer to the Fifth Columnist's Line and that is The **PRODUCTION LINE**... *Keep It Moving*

You are a **PRODUCTION SOLDIER**...
America's First Line of Defense is **HERE**



A thin whisp of smoke in the quiet hours... a belated alarm, and the damage is done. The Saboteur chalks up another Victory as important as any won in the Front Line Trenches... **BE VIGILANT... BE ALERT... BE CAREFUL**... Know your fire prevention appliances. Never forget that America's Front Line is The Production Line... *It's Here!*

You are a **PRODUCTION SOLDIER**...
America's First Line of Defense is **HERE**

HE'S DOING HIS BIT!



You're in the army now... Maybe not the draft army, but you are outfitting it. The surest way to make those tough babies on the other side BACK-DOWN is to BACK-UP those kids in camp... Back 'em to the limit... and fast! ★ ★ ★

You are a **PRODUCTION SOLDIER**...
America's First Line of Defense is **HERE**

WATCH FOR THIS GUY!



He's a Snake in the Grass, he strikes without warning, he's smooth, he's slick, he's the king of Double-Crossers, he works in the Light, he wrecks in the Dark, he's the monkey-wrench in the machinery, the emery dust in the oil... he's the Judas of Democracy. *Watch For Him....*

You are a **PRODUCTION SOLDIER**...
America's First Line of Defense is **HERE**

DON'T TALK OUT OF TURN!



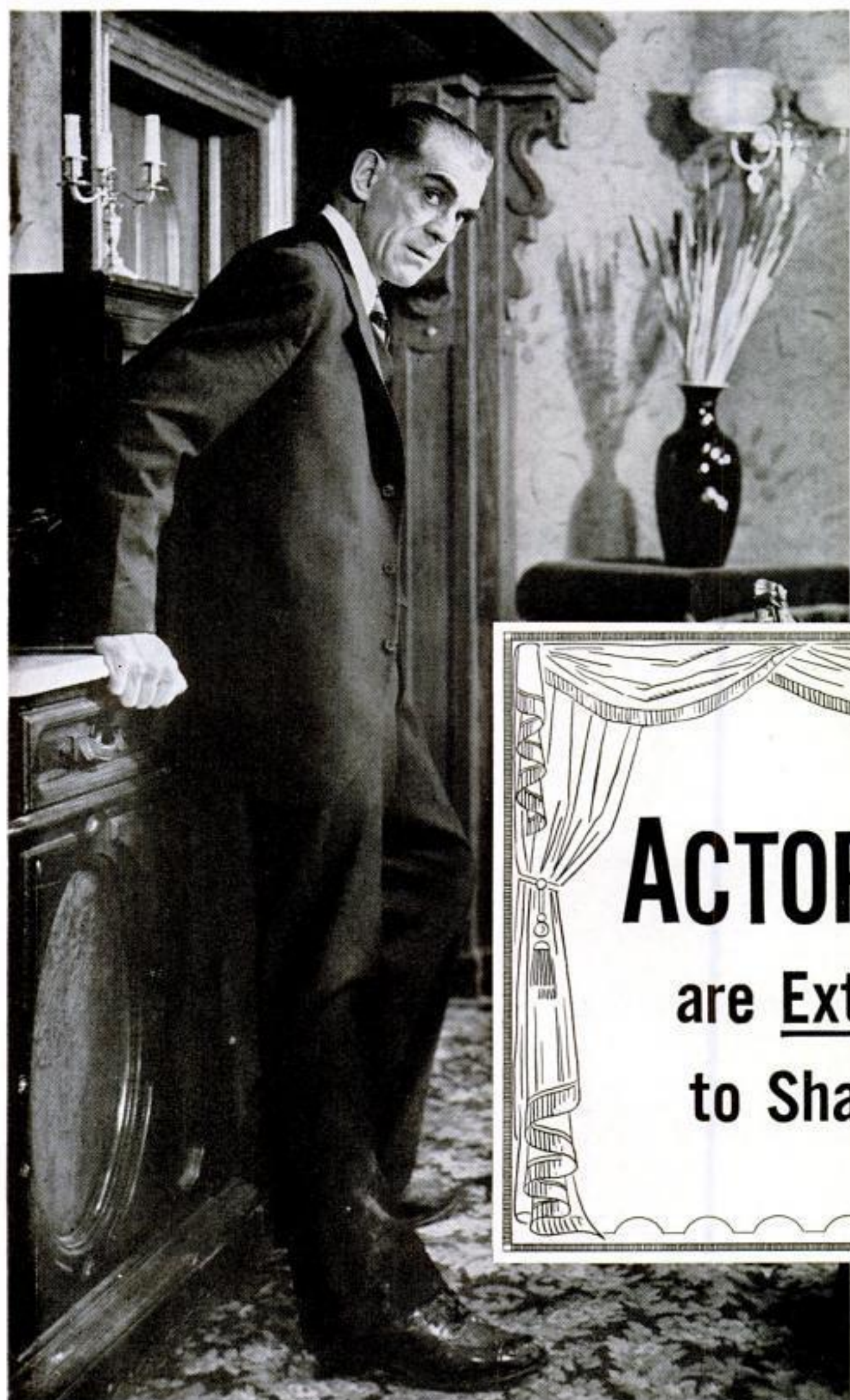
An Innocent remark made to the wrong person at the wrong time, may spell disaster. Be suspicious of the pleasant stranger who tries to "pump" you. Just Imitate a Clam, and pass your suspicions along to the proper Authorities. *Keep Safe! Keep Mum!*

You are a **PRODUCTION SOLDIER**...
America's First Line of Defense is **HERE**



Poison Gas on the Battlefield is paralyzing. So is propaganda gas on our Production Front. A vicious rumor is one of the Dictators' Deadliest weapons. It starts with a whispering campaign and can do as much harm as an invading army—So Beware of suspicious gossip. Put on a gas mask and walk right through!

You Are A **PRODUCTION SOLDIER**,
America's First Line of Defense is **HERE**.



ACTORS' FACES

are Extra Sensitive
to Shaving Cream

Boris Karloff plays the role of a mad murderer in the Broadway comedy hit, "Arsenic and Old Lace." Mr. Karloff estimates that he has removed hundreds of pounds of make-up from his face. "This continual removal of make-up is hard on my skin," says Mr. Karloff. "My face gets so tender and sensitive that I must avoid irritating shaving creams. I always insist on Williams—it never stings or burns."

Victor Moore, as Senator Oliver P. Loganberry, keeps the laughs coming fast and loud at the Broadway musical comedy success, "Louisiana Purchase." Mr. Moore has had nearly fifty years of experience in using stage make-up. He tells us: "Taking off make-up makes my skin sore and tender. I can't risk any further irritation from shaving cream. I have tried many different kinds of shaving cream, but now I stick to Williams. Williams is as gentle to my skin as a spring breeze. But it makes my whiskers give up in a hurry!"



Raymond Massey, distinguished star of Broadway and Hollywood, removes stage whiskers with acetone and a heavy Turkish towel. He says: "Removing make-up leaves my face very tender and makes shaving a problem. That's why I am always careful to use Williams Shaving Cream. Williams is unusually gentle to my skin—it never stings or irritates. And for *close* shaves, I have found nothing better than a good, heavy Williams lather!"

REMOVING MAKE-UP can make an actor's face sore and tender . . . highly sensitive to any irritant in shaving cream.

That's why so many actors choose Williams Shaving Cream. Williams is a skilled blend of costly, first-quality ingredients. It's mild and bland . . . won't sting your tender outer skin.

And Williams is gentle for another reason. The heavy Williams lather is super-wet. It soaks each whisker to the core—softens it completely. So you need only light pressure on your razor to get a smooth, close shave.

Over 100 years of experience stand behind Williams Shaving Cream. You'll like it—get a tube today.

GENTLE
as the purest
baby soap



SPEAKING OF PICTURES

(continued)

IT'S NO FUN TO GET KNOCKED OUT!



Whether you're in the ring or in the shop, a knockout means you're through. Train yourself to keep out of accidents. Observe your safety rules. Uncle Sam needs you. *Be Careful*

★ ★ ★ ★

You are a **PRODUCTION SOLDIER...**
America's First Line of Defense is **HERE**

DON'T BE AFRAID TO ASK—



There is a Time when Politeness Ceases to be a Virtue **NOW IS THAT TIME...** You are a Sentry in America's First Line of Defense. The **Production Line...** Don't hesitate to challenge Strangers. Spies don't wear uniforms. Demand Credentials. **IT'S YOUR SAFETY** that's at stake.

You are a **PRODUCTION SOLDIER...**
America's First Line of Defense is **HERE**



If something looks suspicious around the place, report it Quietly and Promptly to the Boss... It may be important! Have it checked by **EXPERTS...** *It's Safer!!*

You are a **PRODUCTION SOLDIER...**
America's First Line of Defense is **HERE**

TAKE IT EASY!



In case of an accident that looks phony, don't touch anything, and don't let anyone else touch anything until the investigators arrive. The smallest fragment of evidence, a finger print, a thread, a scrap of metal... under the microscopes or spectroscopes of F. B. I. may "break a case". Remember, **Never Disturb Evidence.**

You are a **PRODUCTION SOLDIER...**
America's First Line of Defense is **HERE**

SCREWY RULES—

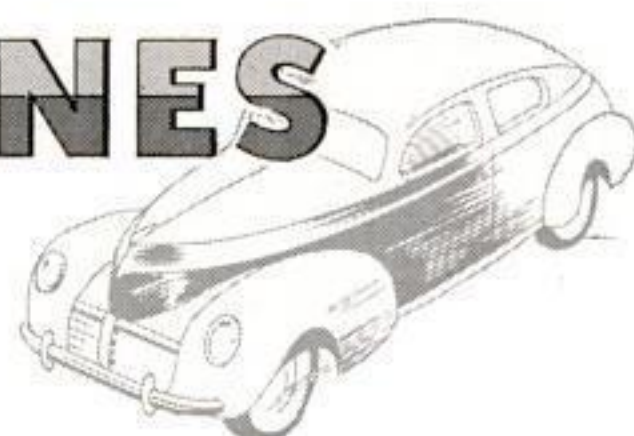


In some instances, certain regulations set down by the management for you to follow may appear unnecessary, but **THERE IS A REAL AND VITAL REASON BACK OF EVERY ONE!** They are made for your protection... Designed to make it tough for our enemy the saboteur!... Grin and bear it... It won't last forever! The Dictators have screwy rules too!

You are a **PRODUCTION SOLDIER...**
America's First Line of Defense is **HERE**



MATCH YOUR MOTOR CAR IN FLORSHEIM TWO TONES



Walking or riding, you can now travel in the style which inaugurated a new era of automobile design, and is now (thanks to Florsheim) as adaptable to fine calf-skin as to turret steel. See them today at the store of

Your Florsheim Dealer

The COASTER



The ECLIPSE

Florsheim presents a new, exclusive line of shoes featuring two harmonizing shades of the same color, two contrasting colors, or even two different types of leather. Now you can match your shoes to your clothes... simply "Follow Suit with Florsheims."

Most Styles \$8⁹⁵ and \$10

THE Florsheim SHOE

The Florsheim Shoe Company, Mfrs., Chicago • Makers of Fine Shoes for Men and Women



FIRST TIME IN CHARIS HISTORY!

A fully
featured
laser control
foundation
at \$5.95

Think of it! Now you
can enjoy the luxury of a
genuine Charis Adjusta-
ble foundation—with *all*
the famous, exclusive
features of Charis de-

sign, including concealed, adjustable Laser Control and adjustable
Inner Belt, at this unheard-of price

\$5.95

WEST COAST PRICES
SLIGHTLY HIGHER

Never, in all Charis history, has it been possible to offer such a
value as this. The new garment is a triumph of Charis designing
skill and superior craftsmanship—bringing within your means the
complete and lasting corset satisfaction that has made Charis the
choice of millions of well-dressed women.

Your Ideal Model Selected and Fitted by your Charis Corsetiere

No extra charge will be made for the careful,
personal attention of your Charis Corsetiere.
This expert, home service assures correct model
selection, perfect fit and lasting comfort.

Miss Emma Thomas of Virginia



Get in touch with your Charis
Corsetiere today. You can
reach her by telephone at the
Charis Establishment listed
in your 'phone book—or write
to the address at right.

CHARIS
REG. U. S. PAT. OFF.
CHARIS CORPORATION
ALLENTOWN, PENNSYLVANIA
CHARIS, LTD., NEW TORONTO, CANADA

LIFE'S REPORTS

WAR STORIES FROM GERMANY

These incidents were told to Reginald C. Augustine, an American who has visited Germany recently, by Germans and by the people whom they concern. Other incidents were told him by his former classmate at Northwestern, Dan Dyer, who recently returned to the U. S. on leave from the U. S. Consulate in Stuttgart. As a precaution, the names of the people whom these incidents concern have been deleted.

The great German city and railroad junction of Stuttgart has experienced only infrequent air raids. It is extremely difficult to find at night. British pilots, trying vainly to get their bearings on the town, finally gave vent to their exasperation by dropping leaflets on the surrounding countryside which contained the simple jingle:

*Stuttgart im Loch,
Wir finden dich doch.*

(Stuttgart-in-the-hollow,
We'll find you yet.)

Suddenly the boast came true. The British began finding the city with unerring accuracy and for two weeks there were frequent alarms. The Nazis could not explain this abrupt change in British luck until one night a German pursuit pilot, while returning to his base, was startled by the sight of a faint series of flashes in the sky. He flew over the spot from where the flashes were coming and discovered that he was over a castle on the Neckar River about halfway between Heilbronn and Stuttgart. On landing, the pilot reported the strange coincidence to his superiors. They discovered that the castle belonged to a German baron and his British-born wife.

A few days later the Gestapo paid the baron a surprise visit. In vain they searched the castle and grounds for a searchlight. Finally one of the Gestapo agents peered up the chimney. Concealed there was a spotlight, pointing straight up in the air, and British pilots picking up its flashes at a distance could orient themselves to Stuttgart only 15 miles away. The baron and his wife were hustled off to a concentration camp and once more

*"May we aye th'
Truth an' Faith defend"*



Just as it has been good form, since the clans began, to offer a toast with one foot resting on the bare oaken table, it is good form today to raise a glass of Teacher's. Good form and good taste; for in Teacher's a host presents one of Scotland's finer whiskies.

Made since 1830 by
Wm. Teacher & Sons, Ltd., Glasgow

*"It's the
flavour"*



86
PROOF

TEACHER'S
Perfection of Blended
SCOTCH WHISKY

SOLE U. S. AGENTS: Schieffelin & Co.
NEW YORK CITY • IMPORTERS SINCE 1794

(continued on p. 18)



**THE LEATHER
IS THERE IN
EVERY PAIR**

**...that's why they FIT better
...that's why they WEAR longer**

ALL leather in vital hidden parts* as well as in visible parts—that's why Peters Weather-Bird and Diamond Brand shoes for boys and girls *fit better*. That's why they *wear longer*. That's why they hold their shape. That's why they cost less in the long run. *Leather* insoles provide a firmer foundation. *Leather* counters stand up under wear, weather, and abuse. *Leather* heel bases aren't ruined by water. In forty-eight years, we have never found any other material "just as good" for these vital parts*.

You want *safe, comfortable, and econom-*

ical shoes for your children. You want shoes honestly constructed that allow growing feet to develop properly. But the honest, extra value in a shoe is *almost always hidden*. So how can you be sure you are getting leather where leather should be? Insist that the name *Peters Weather-Bird or Diamond Brand* be stamped in the shoe. That is an *unconditional guarantee of all leather in all vital parts**... of price that is always fair... of quality that *never varies*. Peters, branch of International Shoe Company, St. Louis, Mo.

**ALL LEATHER
IN
VITAL PARTS***



- *A—Leather counters resist twist, warp, or breakdown
- *B—Leather heel bases withstand wet weather
- *C—Leather insoles provide an enduring foundation—permit resoling again and again



* Counters, insoles, and heel bases

Peters
**WEATHER-BIRD &
DIAMOND BRAND**
Shoes FOR BOYS AND GIRLS



* Counters, insoles, and heel bases

Copyright 1941, Peters, St. Louis, Mo.

A Modern Miracle of Figure Flattery



around \$2.00

Su-lette*
SLIP

STRETCH-TO-FIT BACK

made with "Laton" yarn

It's your figure in Su-lette, the perfect fitting slip. Your bust firmly uplifted, without benefit of bra. Your torso long, moulded and slim as the new silhouette requires. The cleverly designed front and the patented back, woven with "Laton" yarn, combine to create a beautiful new hang, to give greater ease and freedom, to eliminate sagging, twisting and riding up. "Laton," you know, is the new elastic yarn so much in demand for luxury underthings. Su-lette is fashioned in rayon satin, crepe and taffeta, all fabrics approved for perspiration resistance, in tea rose, white and black. It launders and irons like a hanky. And the stretch in the back outlasts the slip itself. Regular sizes, 32 to 40. Short sizes, 31½ to 37½. Su-lette, in three materials, in three colors, back made with "Laton" yarn, will underwrite the success of any woman's wardrobe.

At leading stores everywhere, but if any store can't supply you, write to Superior Petticoat Co., 105 Madison Ave., New York City, giving name of store.

Laton
REG. U. S. PAT. OFF.

... ANOTHER MIRACLE YARN ... EXTRA SOFT AND ULTRA FINE

An elastic yarn manufactured exclusively by United States Rubber Company, makers of "Lastex" yarn, Rockefeller Center, New York City

*Reg. U. S. Pat. Off.
Pat. No. 118-804
Superior Petticoat Co.



LIFE'S REPORTS

(continued)

the British are having difficulty finding "Stuttgart-in-the-hollow."

The hero who came back

During the invasion of Norway when the German cruiser *Blücher* sank in Oslofjord, the troops and crew on board tore off their baggage packs, dropped their rifles and jumped overboard. On the poop deck, however, stood a lone Nazi infantryman, his rifle at his side, his right arm raised in a Hitler salute. Bravely he went down with the ship. It was a picture stirring to any Nazi heart, and when Berlin heard the news, the infantryman was made a national hero by the German radio and press.

About three weeks later a sensation was created when the same soldier turned up in Berlin with a contingent of German troops, home on leave from Norway. Amazed at the reception he received, he explained that he had been pulled out of the water and deposited ashore by a smaller German warship standing by the *Blücher*. He had then rejoined his unit and fought through the Norwegian campaign.

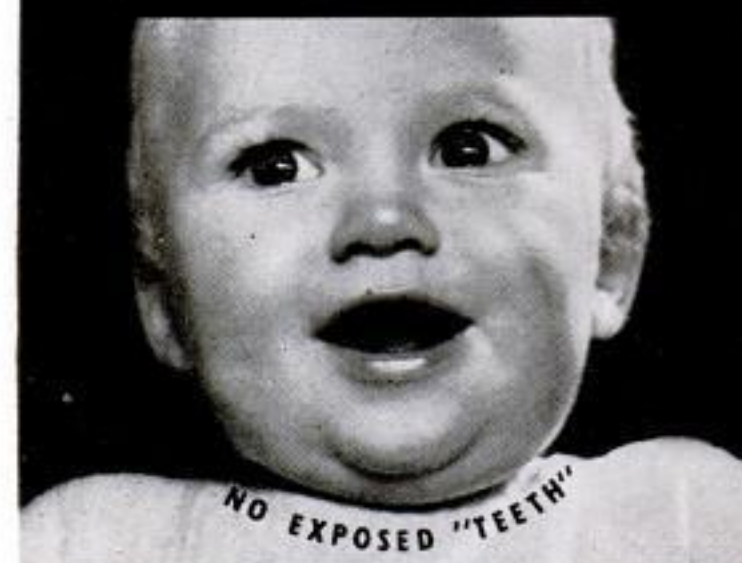
How to drink coffee in Germany

The most precious form of wealth in Germany today is coffee. Last year the only coffee to be had was *ersatz*, a witch's brew of roasted barley and chicory. German seizures of coffee supplies in the conquered countries have recently enabled the authorities to allow each German 75 grams of real coffee a month. The question of how best to enjoy these precious 75 grams has brought forth four different schools of thought.

There is the "Eat, Drink and be Merry" school, which maintains that the only way to enjoy real coffee is to enjoy it. When these people receive their ration, they immediately make two pots of real coffee and sip it down. A second school—the "Fence Sitters"—maintains that three coffee beans mixed with *ersatz* makes the resulting combination all "real" coffee technically and thus they can enjoy the genuine article throughout the month. To a third school of

(continued on p. 21)

A NEW KIND OF ZIPPER!



Waldes Kover-Zip* is smarter, better, modern because it's fabric-covered. Blends invisibly with the fabric of the garment, adding the final professional touch to home sewing. Waldes Koh-I-Noor, Inc., Long Island City, N. Y.

WIN A BUICK



For best 25-word statement on "Why I like Waldes Kover-Zip." Get full details at your favorite notion counter.

Waldes
KOVER-ZIP

*Reg. U. S. Pat. Off.

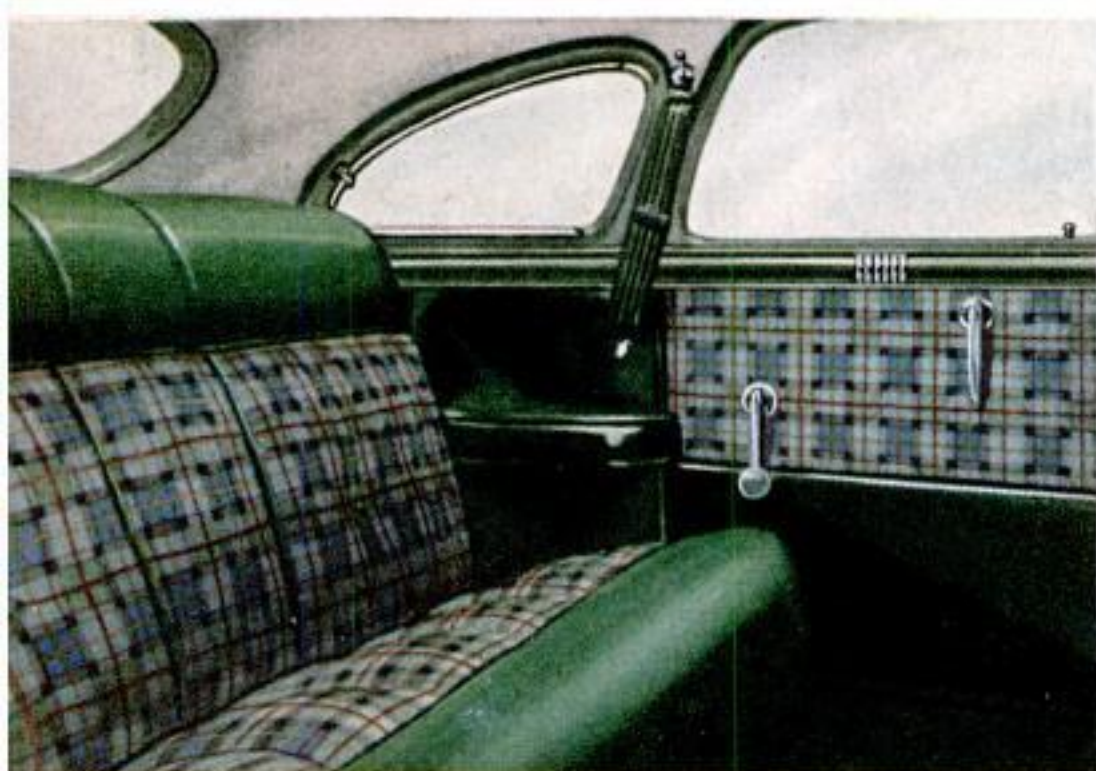
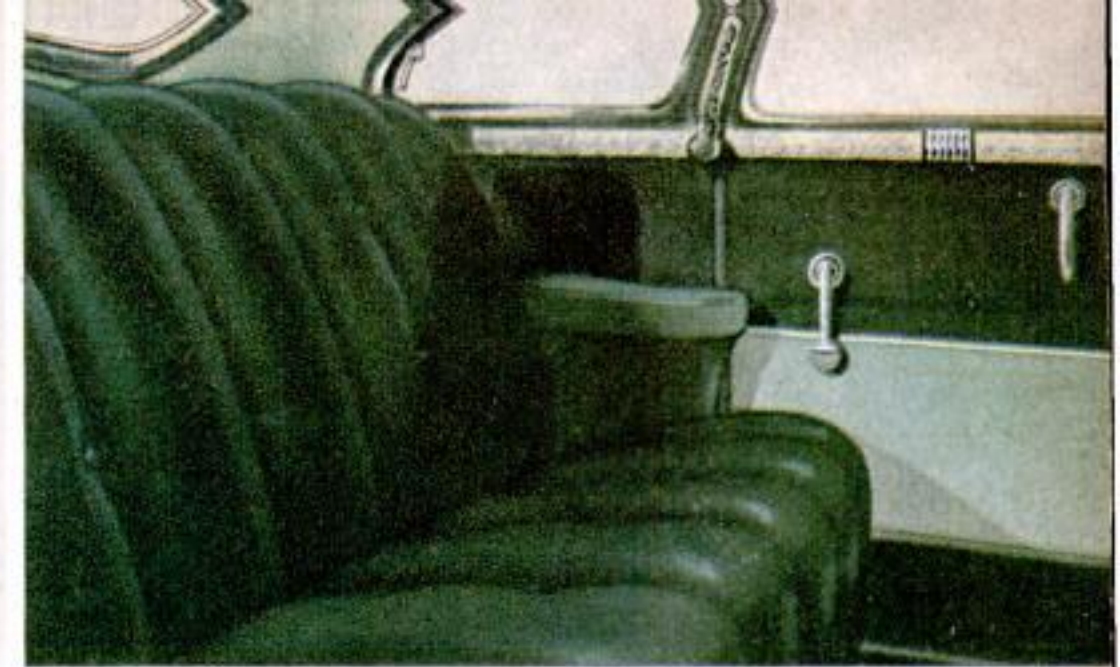


THE SHOE OF THE WEEK



The ORIANNA... this classic Red Cross Shoe is going to the smartest places on the smartest feet. See it at your dealer's today.

Red Cross Shoes
\$6.50
Denver West, \$6.85



**HAVE IT
YOUR
OWN WAY!**



You can have your Chrysler in your choice of colors . . . fabrics . . . plastics . . . *tailored to taste!*

DO you know your own car when you see it at the curb? Does it stand out as *yours*...in *your* color scheme...*your* choice of materials . . . tailored to *your* taste?

You don't have to pay a custom builder's price to have what you want in a beautiful Chrysler!

There are literally dozens of possibilities and combinations. You can pick any color scheme and carry it out...in subtle color harmonies...in bright, cheery color contrasts. How about sleek broadcloths with bright-hued plastic inserts...or a plaid and moleskin combination with plastics in an onyx effect? Or would you prefer a plastic with the warm simplicity of antique ivory? Do you like two-tones...or pile fabrics...or the richness of leather? Whatever you like, you can suit your taste in a Chrysler . . . all the way from the rich exterior enamel to the deep soft carpeting of the tonneau.

It's fun to decorate a Chrysler to suit yourself. It's fun to show it off to your friends. And it's even more fun to drive your Chrysler with the modern miracle of *Fluid Drive* . . . to say to yourself "Why shift gears?"...and drive without the fuss and effort of gearshifting through everything from the starts and stops of city traffic to mountain grades.

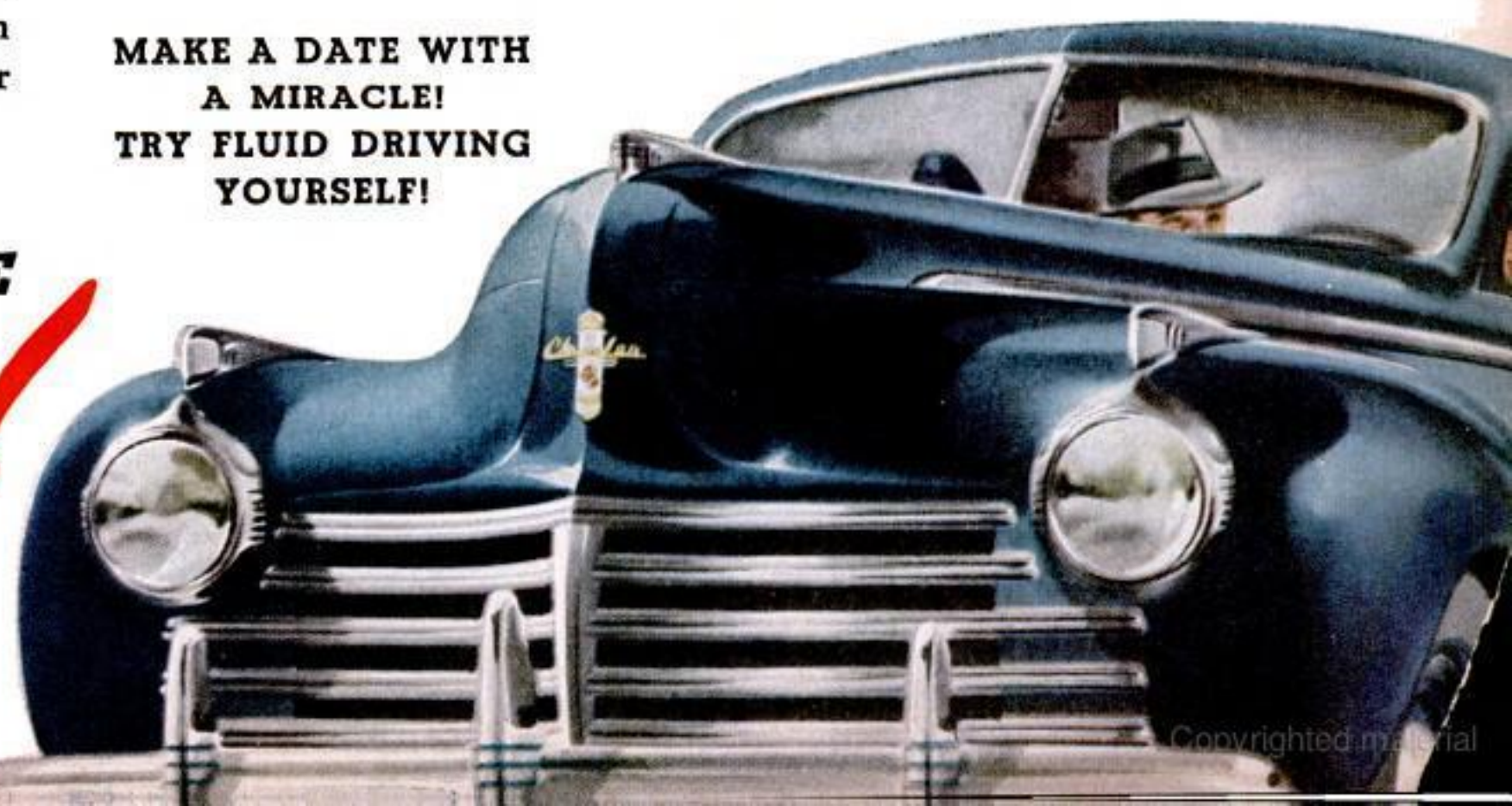
Have you tried *Fluid Driving* in a Chrysler? Would you like to take a look at the selections in Chrysler's "Tailoring to taste?" Your Chrysler dealer most cordially invites you!

★ Tune in on the Major Bowes Original Amateur Hour, CBS, Thursdays, 9 to 10 P. M., E. S. T.

**MAKE A DATE WITH
A MIRACLE!
TRY FLUID DRIVING
YOURSELF!**

BE MODERN—WITH FLUID DRIVE

Buy Chrysler!



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AND HOW I DREAD IT"



"NOT ME, I JUST GOT A NEW
HOOVER
FOR ONLY \$48⁵⁰ AND MY
OLD CLEANER"



Model 305



**CLEANING TIME SPECIAL:
Hoover plus Special
Cleaning Tools in Handy
Kit, at Reduced Price:**

For a short time, you can get this combination—complete cleaning equipment—at an important saving and on the same easy terms as for the cleaner alone, only \$1.00 per week, payable monthly. Small carrying charge on easy terms. **Free Cleaning Time Trial**—The Hoover and Tools will be brought to your house by a representative of your Hoover dealer. No trip to store necessary; no obligation. Phone quickly!

THE HOOVER CO.
North Canton, Ohio

Why should you try your patience and waste your house cleaning time on an out-of-date, inefficient cleaner that can't do the job right?

Right now, at one of your leading stores, you can get this advanced-type Hoover for even less than you might expect to pay for just an ordinary "vacuum cleaner." It is a rare bargain—and it is the only make of cleaner with all ten of these advantages:

1. The Hoover gets more dirt—

Exclusive cleaning principle (Air-Cushioned Vibration) gets the embedded grit at the base of the rug; lint, dog hairs, moth larvae and germ-laden dirt injurious to children. "It beats—as it sweeps—as it cleans."

2. The Hoover saves more time—

Hoover cleaning is the fastest cleaning in the world because it gets more dirt per minute and cuts down your cleaning time.

3. The Hoover is easier to use—

You don't "hoe" and scrape with a Hoover. It's perfectly balanced and glides with easy "finger-tip" control.

4. The Hoover keeps colors fresh—

Revives hidden colors because it removes hidden dirt. Fluffs and beautifies nap.

5. The Hoover saves rugs—

Because it gets the sharp, nap-cutting grit. Leading rug manufacturers recommend the Hoover for rug preservation.

6. The Hoover is first choice among women—

One-third of all cleaners in use are Hoovers. Nearly 6,000,000 have already been bought. It gives pride of ownership without penalty of cost.

7. The Hoover is never an "orphan"—

It is backed by the greatest name in electric cleaners and a leading merchant in your city. Dependable service always available.

8. The Hoover will give you good service longer—

Built to highest engineering specifications in the industry. It will stay young for years. Henry Dreyfuss design.

9. The Hoover has more features than any other cleaner—

Such as Air-Cushioned Vibration; no adjustment to rugs necessary; electric dirt finder; convenient handle grip.

10. The Hoover offers complete cleaning—

Easy-to-use cleaning tools especially designed to go with it.

Foundation for Romance

REAL-FORM Girdles of Grace

Knitted of
NYLON • LASTEX • RAYON
Fashioned to Fit

That glamorous, smoothly fitted look is the answer to the great popularity of these lightweight garments with Young America's smart set. They won't roll or hike and are guaranteed non-run.

Girdles and panties with or without removable crotches and flat detachable garters.

At your favorite store • Write for booklet L3
REAL-FORM GIRDLE CO. 358-5th AVE., NEW YORK

LIFE'S REPORTS

(continued from p. 18)

thought this reasoning is specious. These "Back to Nature" advocates claim that by diluting coffee with ersatz or even water, all the real flavor is lost. Instead they put their 75 grams in their pockets and chew the beans one by one. Finally there is a fourth school. These people begin with the pessimistic premise that there is no use trying to get real coffee out of 75 grams a month. In "Take It or Leave It" fashion, they use their coffee beans as ante in card games, and



"BLÜCHER'S" GRAVE IN NORWAY

whoever wins the jackpot enjoys just as fine coffee at his table as Göring or von Ribbentrop enjoy at a state function.

The Flying Amazon

One night a British reconnaissance plane was shot down near Stuttgart. The pilot was pulled out of the wreckage and, to the astonishment of the bystanders, turned out to be a woman. She was a Canadian woman who at home had been a flying instructress. Both legs had to be amputated. According to one of the hospital attendants, the girl was asked if she had any last requests to make as it seemed likely she would die. "Yes," she replied. "Send me to England and I'll be back in another bomber."

CONTINUED ON NEXT PAGE

WARFARE AND FASHIONS



"What is there in common," you might ask, "between a gas mask and a lady's shoe?" The answer is that both have insulating features. In a gas

mask the insulator is a protective filter. In a shoe it is an insole. In the picture shown here, both the filter material and the insole are made from . . .



purified cellulose by Brown Company, foremost producer of gas mask filter material and leading supplier of scientific insoles for shoes. Laboratory

experiments conducted to develop a perfect filter material for gas masks, led to the discovery of this revolutionary insole known as . . .



Onco Insole-ated, which insulates the foot against heat and cold, absorbs sidewalk shocks, allows the foot to breathe and makes shoes more flexible

than ever before possible. Many of America's most beautiful high style shoes are now made with Onco Insole-ated. You can identify . . .



shoes that are Onco Insole-ated, by the trademark which is stamped in the shoe. Ask for Onco Insole-ated shoes at your favorite shoe department. Brown Company, 500 Fifth Ave., N. Y. C.

onco*
Insole-ated
*REG. TRADE MARK B. CO.

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There's nothing like this syrup with that real Vermont maple sugar flavor

THE fine blending of cane sugar and real Vermont maple sugar makes the maple flavor even richer . . . more delicious! No second calls for breakfast when Vermont Maid Syrup is on the table. Buy now—at the new low price!



Vermont Maid
Syrup

ACCEPT G-E's NEWEST \$14.90 IRONING SET FOR ONLY \$9.95 WITH YOUR OLD IRON

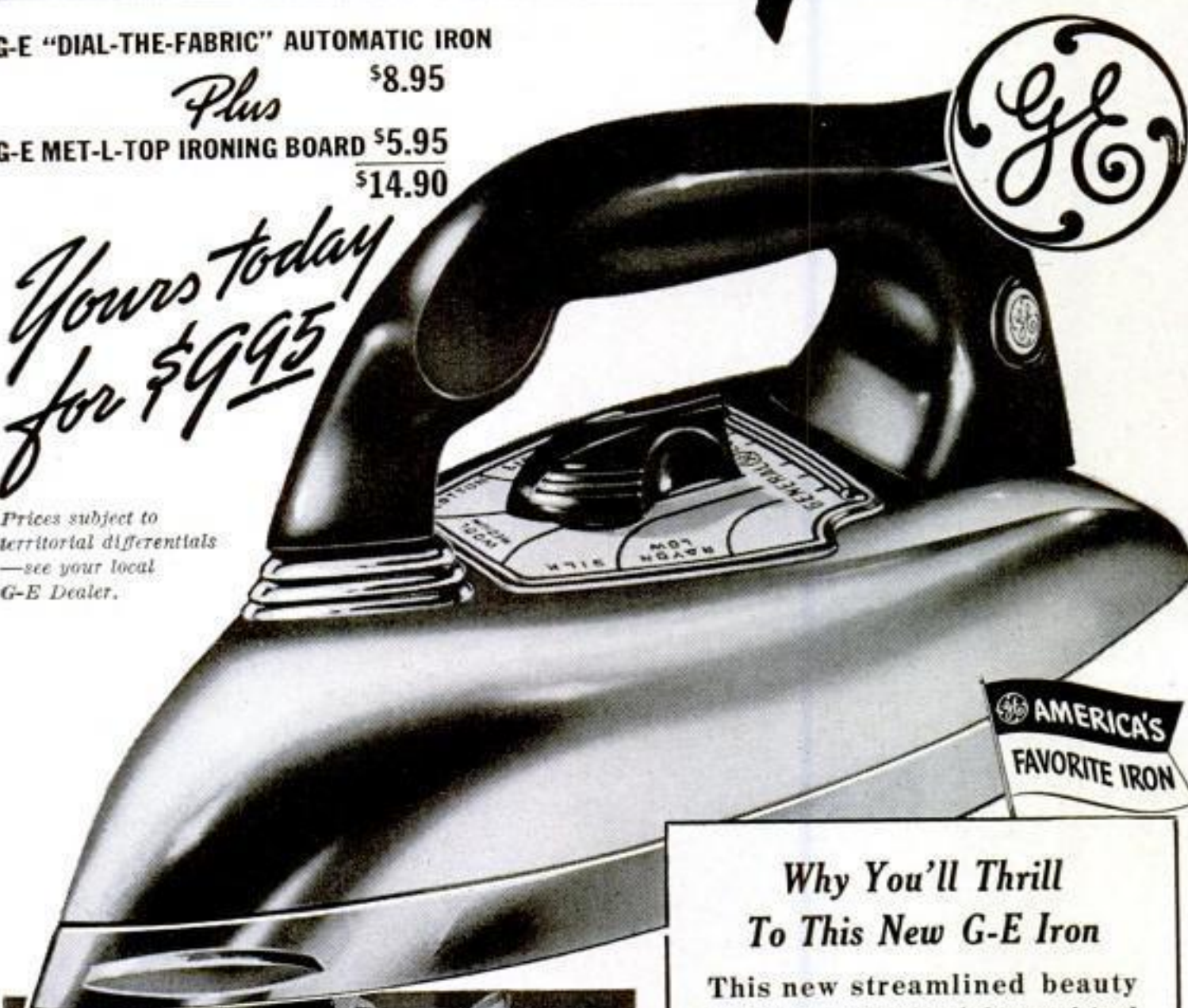
G-E "DIAL-THE-FABRIC" AUTOMATIC IRON

Plus \$8.95

G-E MET-L-TOP IRONING BOARD \$5.95
\$14.90

*Yours today
for \$9.95*

Prices subject to
territorial differentials
—see your local
G-E Dealer.



How This G-E Met-L-Top Ironing Board Helps You!

This G-E Met-L-Top Ironing Board makes your iron fairly glide along. Patented "vents" let steam go through the board, so you can keep cool. Fireproof, warp-proof, split-proof—it's light in weight, yet amazingly strong. Get yours now with this marvelous new G-E Automatic Iron for only \$9.95.

Let this General Electric Ironing Set be your investment in ironing ease for years to come. This offer expires May 31, 1941!

Why You'll Thrill To This New G-E Iron

This new streamlined beauty makes *any* ironing job easy! And the General Electric "Dial-the-Fabric" indicator assures you of the right temperature for rayons, silks, woolens, cottons and linens. There's nothing like it to reduce ironing worries, and save ironing time!

Faster Ironing. Uses minimum of current. Evenly distributed heat by G-E Calrod unit does the work.

Less Arm Fatigue. With this 1000 watt capacity iron, you don't have to bear down so hard. Weighs only 4½ pounds.

New Hand-Rest Handle. Plastic handle fits hand perfectly. Moulded-in thumb rest makes iron easier to guide.

Button-Nooks facilitate ironing around buttons. Iron has long-lasting permanently attached cord.

NOW quickly seize this sensational money-saving offer, made to acquaint you with a marvelous new way to iron. A way that's easier, faster and cooler than you ever imagined possible!

You can save hours of time and arm-wearying labor. Your clothes will look crisper, fresher. See this remarkable G-E Ironing Set today at your G-E dealer's.

GENERAL ELECTRIC

LIFE'S REPORTS

(continued)

Journey to the border

Americans reflect surprise at the persistent reports that German troops are remarkably well-behaved in some of the occupied countries. This is the result, not only of traditional German Army discipline, but also of the Nazi theory of law enforcement: An offender is not merely punished but an example is made of him.

A Chicago girl was traveling on a German train to Holland. A German soldier entered her compartment and asked to see her papers. After he had looked at them, he asked to see her purse. He opened it, removed all the money and left.

Accustomed to exchange restrictions, the girl was not surprised at the incident, but thought the soldier's manner a bit offensive. She asked a German officer if the procedure was normal. His face reddened and he asked her if she could recognize the soldier. At the next stop the officer ordered all the soldiers to line up on the station platform. He escorted the girl down the line until she paused in front of one soldier and said, "That's the man." "Are you sure?" said the officer. "Yes," said the girl.

The soldier was led off a few paces and shot. The rest of the soldiers were then ordered to get back on the train and the trip was resumed.

"Soldiers of Poland!"

On the day that Germany invaded Poland, Polish cavalry, armed with sabers, received a manifesto: "Soldiers of Poland! The German tanks are made of papier-mâché. Charge them and the day is ours." As the invasion proceeded, hundreds of brave Polish cavalymen were mowed down by German machine guns as they tried to hack away at German tanks with their swords. One body of Polish prisoners, being escorted to a prison camp behind the lines, passed a German tank column which had halted by the side of the road. A man from Stuttgart was a member of this tank column. To the last man he saw the puzzled Poles rap their fists inquiringly on the sides of the tanks to discover whether they were really made of steel or cardboard.



SMOOTHIES AHOY
\$1.09



SUIT CLASSIC
\$1.00



SHIP 'N' SHORE shirts are as smartly functional as the most expensive ones you could buy. They are right in every detail from vat dyed colors to accurate sizing. Priced for budget balancers, but even debutantes will be tempted! In Sanforized Shrunken Broadcloths, fabric shrinkage not more than 1%.

SHIP 'N' SHORE

REG. U. S. PAT. OFF.

SUSQUEHANNA WAIST CO.
1350 BROADWAY • NEW YORK



SURE I'M TOUGH—but I can't win over worms by myself! I had 'em bad, last month. "They're nothing," says the Boss. "Oh yeah?" I groans, and he finally gets wise that they're dangerous.



"THIS'LL SLAY 'EM," he says, bringing out some Sergeant's SURE SHOT CAPSULES. He's right! "You should've learned to read," he grins. "I got the dope from the Sergeant's DOG BOOK!"



"BIGGER THEY ARE, HARDER THEY FALL," is the worms' battle-cry. Don't give them a chance at your dog. Get SURE SHOT or PUPPY CAPSULES at any drug or pet store—and be ready to get the worms early!

FREE — 40-page DOG BOOK!

Polk Miller Products Corp.
Dept. 52-C, Richmond, Va.

Please send a free Sergeant's DOG BOOK to:

Name _____

Address _____

City _____ State _____

**Sergeant's
DOG MEDICINES**

ATTENTION PARENTS:

326,200 drivers, 24 years of age or younger, were involved in automobile accidents in 1939. What were the reasons? How can these youthful accidents be reduced?

James S. Kemper
PRESIDENT

Next case called: YOUR SON



He's in trouble.

He has had an accident—in your car.

He has violated the law... he has received a summons... he's waiting his turn to come before the court.

Could he have avoided it?

Can he keep it from happening again?

Could you have helped him?

When you come right down to it, is it really your son's responsibility—or yours?

Maybe the boy was going a little fast.

But has he ever heard his dad brag about beating Ed Smith's record time from home to country club?

Maybe he did try to beat the light.

But has he ever been in the front seat with you when you "slipped through on the yellow"?

Maybe he didn't stop for a "stop sign."

But how many times has he seen you just shift gears and keep right on going?

You can teach your son the fundamentals of good driving and the facts to know about automobiles. You can tell him about driving

hazards and how to avoid them. You can have a "man-to-man" talk with him about sportsmanship on the road.

But—unless you practice these driving principles yourself—your son will never really learn them.

Isn't that reason enough to do a good teaching job now—and start setting that good example?

If you do, neither you nor your son may ever need to see the inside of a courtroom when the judge says—"Call the next case!"

Join the "Not Over 50" Club—more than 300,000 members pledged to drive safely and sanely. Free membership with certificate and car emblem. Write for application.

"If I Have an Accident, Do I Still Get the Dividend?"

In Lumbermens, the answer is "Yes."

An accident you may have does *not* affect your eligibility to participate in dividend sharing.

Lumbermens does not accept insurance on "just any driver." That is why the accident record of our policyholders is lower; why there is more money to divide among policyholders in the form of dividends. Remember, too, although you share in Lumbermens profits, you do *not* share in any loss, should one occur.

In the last ten years alone, Lumbermens has paid back to automobile policyholders more than \$24,500,000 in dividends—a good company to do business with. Thousands of agents throughout the United States and Canada are ready to serve and take care of you.

INSURE WITH
THE CURVE OF
CONFIDENCE

Growth of Lumbermens policyholders since 1912—the year of our founding.

Lumbermens

MUTUAL CASUALTY COMPANY

JAMES S. KEMPER, President

Home Office: Mutual Insurance Building, Chicago

Operating in New York State as (American) Lumbermens Mutual Casualty Co. of Illinois



HOW YOU TWINKLE, PRETTY STAR!



MERLE OBERON, ... star of "THAT UNCERTAIN FEELING," an Ernst Lubitsch picture, says: "I don't think anything does more to create a sparkling impression than teeth that simply glisten... reason enough for me to use CALOX TOOTH POWDER!"

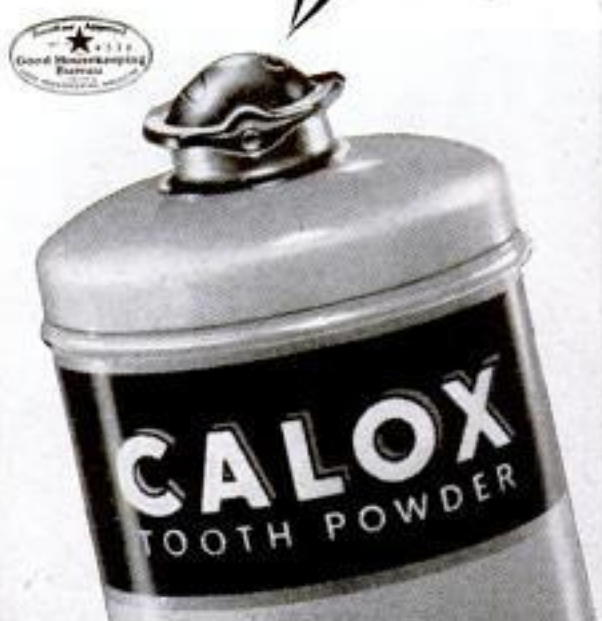


FANS ADORE Merle's look of exquisite perfection. So between takes, her hair gets a new "do." Her make-up gets attention. And her teeth? Well, you may be sure they get the finest care Hollywood can provide...



MERLE'S GLAMOR REGIME is planned to include daily exercise, sensible diet, frequent check-ups with her dentist. And for daily care, a dentifrice notable for its superb polishing action—Calox Tooth Powder.

Helps your teeth shine like the stars'
BY BRINGING OUT NATURAL LUSTRE



McKesson & Robbins, Inc., Bridgeport, Conn.

1. CONTAINS FIVE CLEANSING AND POLISHING AGENTS. That's why Calox is a real beauty tooth powder... it promotes a brilliant gloss!

2. EXTRA SOFT AND SMOOTH because it's double-sifted through 100 mesh silk screens.

3. FRESH-TASTING—no strong medical taste. Your whole family will like its clean, tangy flavor. Children love it.



LIFE'S PICTURES



Wallace Kirkland, Peter Stackpole and Gjon Mili have supplied this week's LIFE with subject matter that is almost as varied as their faces. They are shown (above) as they were caught by Mili's versatile camera, which was attached to the bull's-eye of a dart game in New York's "21." This week, Mili's camera has also accounted for the speed pictures of "Flip" Wolfe (pp. 51-53) and the U. S. Army Horse Show (pp. 106-113); Kirkland's went to Australia and collected Annette Kellerman in a one-piece bathing suit (pp. 104-105); and Stackpole's is held responsible for the torment of the much-sought-after cowgirl on page 4.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes) unless otherwise specified.

COVER—HERBERT GEHR
4—PETER STACKPOLE
6—BROWN BROS.
8—CHARLES DANA GIBSON—WALT SANDERS from B. S.
12, 13, 15—CYRUS HUNGERFORD in PITTSBURGH POST-GAZETTE
21—W. W.
27—"ILLUSTRATED" from B. S.
28—J. TOMASKOVIC from B. S.—A. P.—A. P.
29—COURTESY BRITISH ADMIRALTY—INT.
30, 31—TRI-BORO PHOTOS, INC., drawing by B. G. SEIELSTAD—BASFORD-THOMPSON, STUART WELCH, TURNER RICHARDS (3)—TURNER RICHARDS
32, 33—R. MUNS courtesy COMMISSION FOR RELIEF IN BELGIUM, INT.—H. PIX, INC., H. METCALF from B. S.—W. W., PRESS ALLIANCE INC., EUR.
34—PRESS ALLIANCE INC.
35—GASTON PARIS
36—THE LONDON DAILY MIRROR, GEORGE STROCK—A. P.—WEBSTER © 1941 N. Y. TRIBUNE INC., A. P.
37—THOS. D. MCAVOY
38, 39—BERNARD HOFFMAN
40—J. R. EYERMAN
43—JOHN PHILLIPS—JOHN PHILLIPS—MORSE-PIX
44—W. EUGENE SMITH from B. S.—JOHN PHILLIPS—W. EUGENE SMITH from B. S.
46—W. EUGENE SMITH from B. S.—MORSE-PIX—JOHN PHILLIPS
51, 52, 53—GJON MILI
56, 57, 58—HERBERT GEHR
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86, 87—WM. VANDIVERT etc. cen. H. P. I.
88—THE LONDON DAILY MIRROR, P. I. (2)—THE LONDON DAILY MIRROR, P. I.—P. I., A. P., P. I.
89—UNIVERSAL PICTORIAL PRESS AND AGENCY
90—ACME—DAVID E. SCHERMAN
91—WORLD OUTLOOK—A. T. STEELE, FRANK MA—H. LYON from B. S., KEY—THOS. D. MCAVOY, A. T. STEELE—FRANK MA
92—INT.
95—W. W.
96—A. P.
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98, 99—20TH CENTURY-FOX
104, 105—KIRKLAND
106 through 113—GJON MILI
114, 115, 116, 117—BERNARD HOFFMAN
120—"PIX"

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• LIGHTWEIGHT
• WIND-PROOF
• SHOWER-PROOF

It's TRIPLE-ACTION TESTED—stretch the arms, bend the back, rotate the shoulders! Your Bantamac is scientifically designed to give perfect freedom for active sports. Illustrated: RAMBLER, \$5, in tan or green. 20 other tested styles from \$5 up.

• For swatched style folder and the name of the dealer nearest to you, write Department 20, Briar Club, 1107 Broadway, New York, N. Y.

HEALTHY • POROUS • LETS BODY BREATHE

Essence of Orchid



adds piquant flavor
to pale foods

Deep in tropic jungles grows the orchid plant from which Dr. Price's true vanilla comes. Tenderly cultivated, sun-ripened, then mellowed by aging... pure vanilla extract touches with magic your cakes, candies, custards. Be sure you're getting pure, undiluted vanilla—ask your favorite grocer (or write Price Flavoring Extract Co., Chicago) for

DR. PRICE'S
delicious flavoring
EXTRACTS

VANILLA, LEMON, ALMOND—RED AND GREEN FOOD COLORS



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LIFE'S COVER. The jaunty little pancake hat on this week's cover is Designer Sally Victor's answer to the feminine lament that hats blow off. Six yards of fuchsia veil cover the face and tie securely under the chin in a cat's-whiskers bow, proving that the veils of spring 1941 are pretty with a purpose. The wearer is Bettina Bolegard, a versatile young lady of Italian-Canadian descent who was born of a fashion-writer mother, a fashion-artist father. She herself has dabbled in designing and sketching, is now one of New York's top fashion models. For Bettina in more veiled hats, see page 78.

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Above — Incorrectly corseted — Note that faulty posture and an ineffective corset thrust her abdomen forward and caused a thickening through her hips and waist.

At right — In her Spencer — Bulges are gone, posture is gracefully erect and her hips and waist appear inches slimmer.

Are your hips a problem? Do they give you that stodgy, spread look about the waist? Does your abdomen bulge? Then follow the example of the young woman in these photographs and find out what a Spencer can do for you. You can look younger, slimmer, smarter, all with perfect comfort.

How to lose your bulges

Your Spencer corset and brassiere will effectively correct any figure fault because every line is designed, every section cut and made to solve your figure problem, and yours only. It will relieve backache and nervous fatigue when caused by faulty posture.

Spencers are light and flexible yet every Spencer is *guaranteed* to keep its lovely lines as long as it is worn! No other corset, to our knowledge, has this guarantee. Prices are moderate—depending on materials. Stop experimenting with corsets that lose their shape after only a few weeks' wear!

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all counts-you'll say*

**"FIRST
BECAUSE IT'S
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GIVE LOW-PRICED CARS THIS **"QUALITY QUIZ"** AND YOU'LL CHOOSE CHEVROLET!

	CHEVROLET	NO.2 CAR	NO.3 CAR
90-H.P. ENGINE	YES	NO	NO
CONCEALED SAFETY-STEPS	YES	NO	NO
VACUUM-POWER SHIFT <i>AT NO EXTRA COST</i>	YES	NO	NO
BODY BY FISHER <i>WITH UNISTEEL TURRET TOP</i>	YES	NO	NO
UNITIZED KNEE-ACTION	YES	NO	NO
BOX-GIRDER FRAME	YES	NO	NO
ORIGINAL FISHER NO DRAFT VENTILATION	YES	NO	NO
TIPTOE-MATIC CLUTCH	YES	NO	NO
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ECONOMY

among all biggest-selling low-priced cars

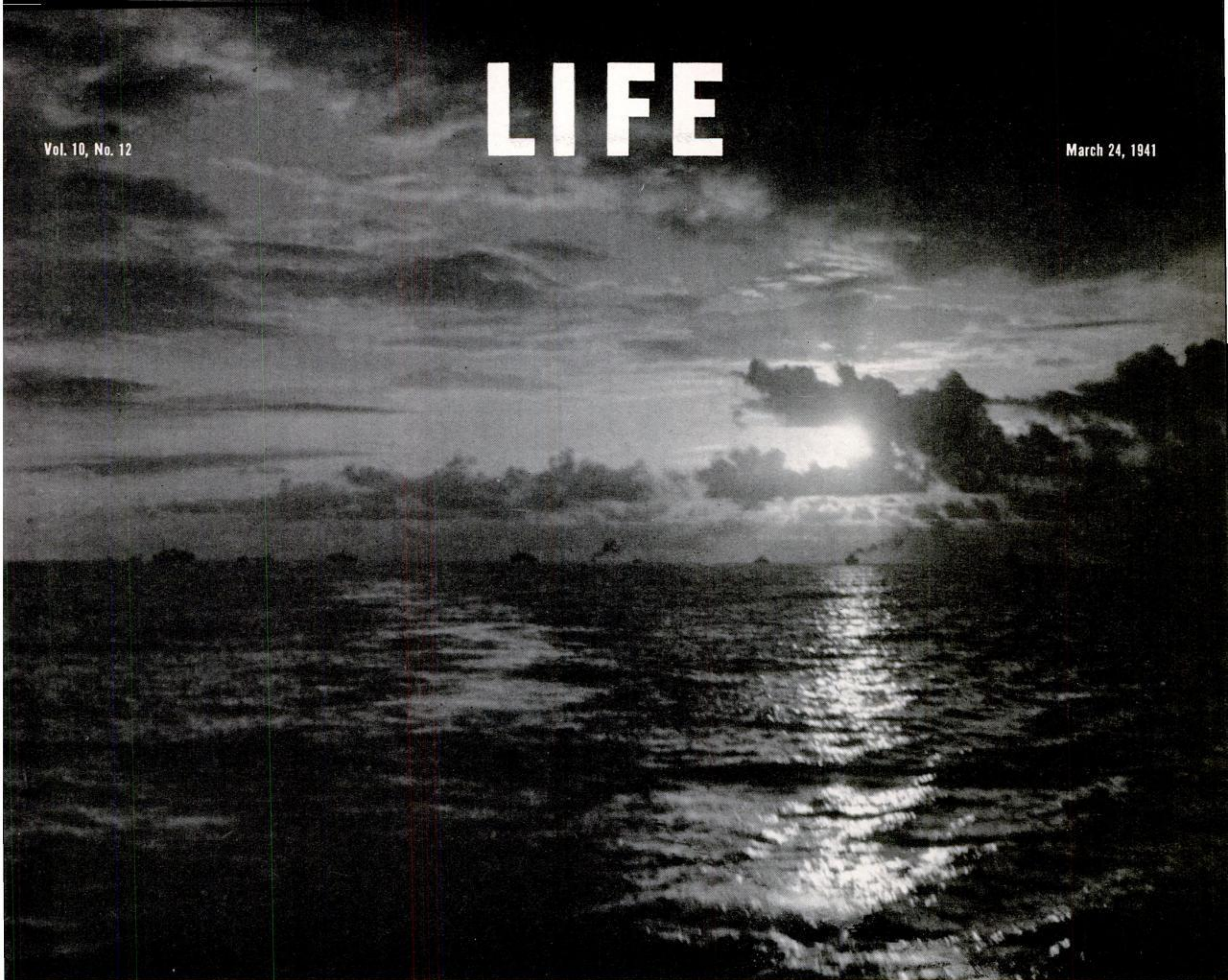
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That's why Chevrolet has won first place in motor car sales for nine of the last ten years. That's why people in all parts of the country are showing such a marked preference for the new Chevrolet for '41. . . . That's why . . .

Again **CHEVROLET'S the LEADER**

EYE IT·TRY IT·BUY IT!



IN THE DARKLING SPRING OF 1941 A CONVOY OF BRITISH MERCHANT SHIPS BOUND NORTH FROM AFRICA CREEPS BY MOONLIGHT THROUGH THE BAY OF BISCAY OFF FRANCE

BATTLE OF THE ATLANTIC: AMERICA MOVES IN TO HELP BRITAIN AS THE STRUGGLE FOR THE SEAWAYS BEGINS

Spring, by U. S. Naval Observatory reckoning, was just nine days, three hours and 31 minutes away when, at 3:50 p.m. on March 11, President Roosevelt put his signature to the Lease-Lend Bill. But already, across 3,000 miles of ocean, spring 1941's long-awaited Battle of the Atlantic had begun.

On the very day the President signed, the British Admiralty announced that in the week ending March 2, German raiders, subs and bombers had sunk 29 British and allied merchant ships totaling 148,038 tons. The Germans as usual claimed about twice as much, but even the British figure made this the fourth worst week of the war for British shipping, surpassed only in June (Dunkirk), September and October 1940. Since the war began, Britain's average weekly shipping loss (excluding Dunkirk) has been 63,342 tons.

The signing of the Lease-Lend Bill was attended by great stir and bustle. The ink was hardly dry when the President ordered unspecified existing U. S. arms dispatched at once to Britain, next day slam-banged a request to Congress for \$7,000,000,000 to build new ones. News columns ran rife with speculation about what arms were being sent, whether

enough could be produced in time to let Britain resist invasion.

But the invasion of Britain remained an uncertainty perhaps even in the mystic mind of Adolf Hitler. The two absolute certainties of the war were that 1) the "island fortress" of Britain cannot survive unless a steady flow of shipping is maintained on its sea lanes; 2) Adolf Hitler is out to do everything he can, by bomb, shell and torpedo, to block that flow. Isolated raids, such as the Nazi attacks on Britain have been to date, have never won a war. But if Germany can intensify those raids to the point where, by destruction of ships, docks and factories, they become a blockade, then Britain is finished.

It is now America's determination to see that no such blockade is established. For it is perfectly plain that all the planes and guns and tanks and shells America can produce will be worth nothing to Britain unless they can be delivered. And, except for the big bombers, delivery means shipping.

That is why ships are now the prime concern of both those eminent "naval persons," Winston Churchill and Franklin Roosevelt. When the war began, Brit-

ain had about 20,000,000 tons of merchant shipping. Since then it has lost more than 3,000,000 tons by enemy sinkings. Until October 1940, it held approximately even by purchase, capture and new building. But against losses now running at a rate of more than 3,000,000 tons a year, Britain's best shipbuilding effort is estimated to produce only 2,000,000 tons at the outside. Hence, with the supply of unused ships which it can draw on about gone, Britain is doomed to fall steadily behind in the life & death struggle to keep its commerce going unless: 1) enemy sinkings are abated; 2) the U. S. supplies more ships.

There is much that America can do (*see following pages*) to ease Britain's shipping crisis without applying itself directly to Point 1, i.e., furnishing armed U. S. convoys. But that desperate issue may soon arise. "The Axis Governments," clarified the august *New York Times* on March 13, "will be wrong again if they think that we intend to produce vast quantities of finely finished weapons for our allies, only to have these weapons sunk in the Atlantic Ocean. If it comes to a test, by one means or another we shall see that they reach their destination."

NAZIS SINK SHIPS FASTER THAN BRITISH CAN BUILD

Not since the Spanish Armada swept north in 1588 has the maritime nation of Britain faced such a threat as now confronts it. Compared with its present situation, World War I was a pleasure cruise. Then Germany was bottled in the Baltic. Now it has naval and air bases scattered along the coast of Europe from Norway to Spain. Then Britain, with the merchant fleets and navies of three major powers for allies, had far more merchant ships than it has now. Then Italy and Japan were its friends. Now, with Mediterranean shipping being disrupted by Italian hostility, many British cargoes to and from the East must make the great detour around Africa (*right*), and an important segment of the Royal Navy must stay in the Orient to watch Japan. Then, too, there were no such enemy weapons as the long-range German bombers which not only blast ships themselves (*see below*) but also serve as scouts to spot convoys and summon submarines to the kill by radio.

"In no sphere of our war efforts," declared Prime Minister Churchill on March 14, "is the help which the U. S. Government can give us under the lease-lend legislation more urgent than that of shipping." To the U. S., he announced, he was sending a mission headed by Sir Arthur Salter, chairman of the Allied Maritime Transport Executive in War I, to discuss ways and means of U. S. help. In London there was talk that the energies of little Lord Beaverbrook, which have electrified British aircraft production, may now be diverted to the Ministry of Shipping.



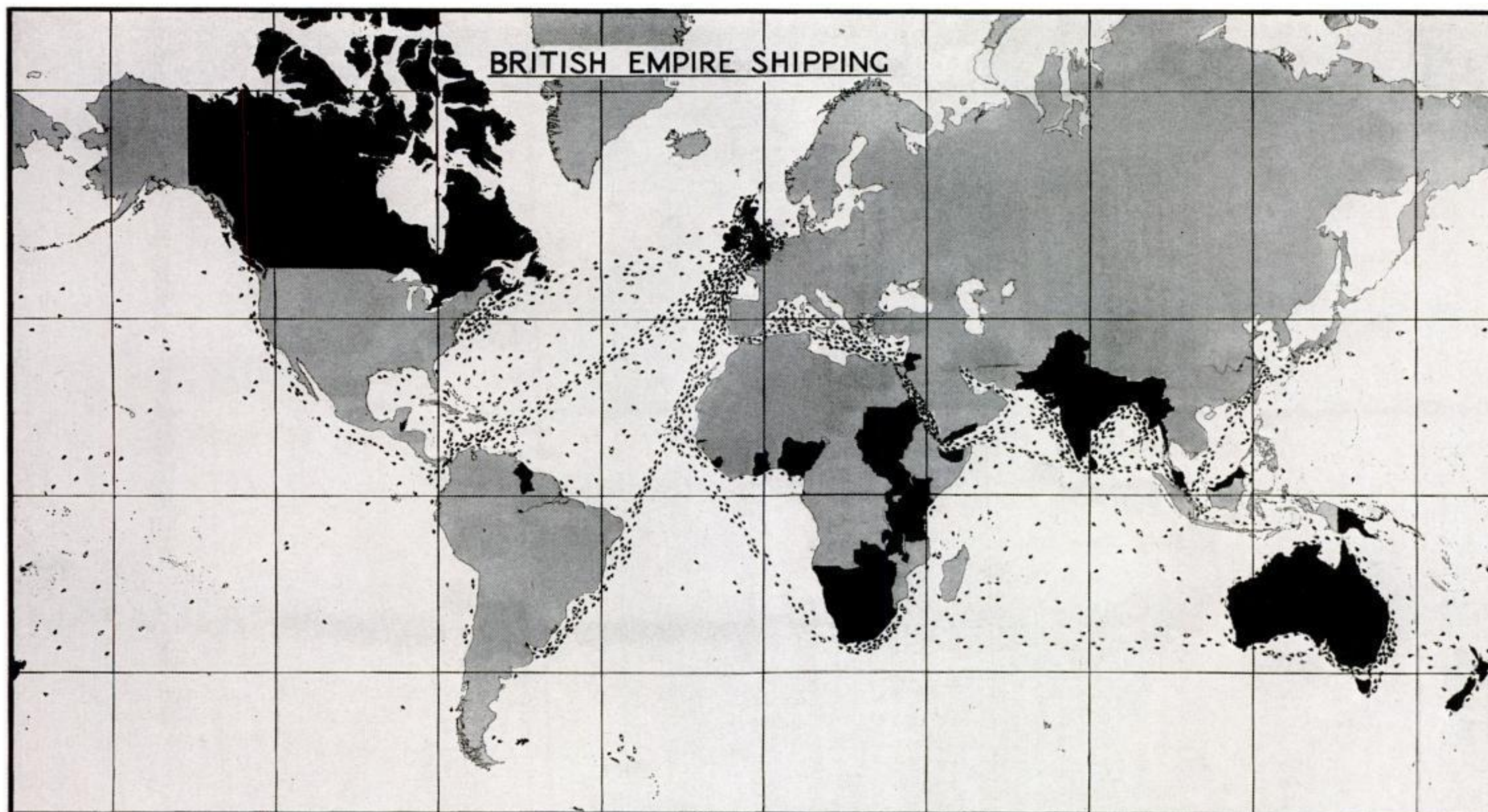
The harbor of Capetown, South Africa, is now busier than it has been since the Suez Canal was finished in 1869, as East-bound British ships make the great 50-day detour around

Africa to avoid the dangerous Mediterranean. Above: chief engineer of a U. S. ship looks out at cloud-hung Table Mountain. U. S. lines have largely replaced British in African coastal trade.



Like a coyote pouncing on a stray lamb, a German plane here bombs and sinks a lone British freighter off the Irish coast. Usually armed only with old-fashioned Lewis machine guns, unconvoyed freighters fall easy prey to low-swooping Nazi bombers. Convoying, however, enor-

mously reduces the efficiency of Great Britain's merchant fleet, because ships must wait in harbor until enough have been assembled for a convoy and then all must travel at the speed of the slowest vessel. As many as 60 ships may travel in a convoy guarded by eight escort vessels,



The importance of shipping to Great Britain has nowhere been more dramatically indicated than in this chart of the world's greatest merchant fleet similar to one reproduced at New York's World's Fair. On March 7, 1936, every Empire merchant ship of 3,000 tons or over re-

ported its position to the Admiralty in London. The 1,462 ships which were on the high seas are plotted here. In addition there were 143 in inland or coastal waters and 852 in harbor, for a grand total of 2,457. By the end of 1940, the Germans had sunk over one-fourth of this fleet.



The determination of the British to maintain their fleet is symbolized by this picture in which, according to the English caption, as a new freighter slides down the ways, the beginning of another is swung into place. Along the Clyde, the Tyne and the Mersey, Britain's 60 yards are

booming despite German air raids. (Last week's heaviest bombing was directed at Glasgow, great shipbuilding center.) But not even by the most desperate and devoted labor can Britain build new ships as fast as the Germans are sinking old ones. Now it turns to America for help.



Old U. S. ships are being refitted as fast as yards can handle them. Above: at the Robins Dry Dock & Repair Co. in

Brooklyn, 37 vessels are waiting for repairs. During World War I the U. S. built 2,310 ocean-going merchant ships. By

1938, when the Maritime Commission began its 500-ship building program, only a few hundred were left in active service.

AMERICA FIGHTS IN ITS SHIPYARDS

TODD SHIPYARD TURNS OUT ONE PREFABRICATED FREIGHTER A MONTH AT TACOMA, WASH.



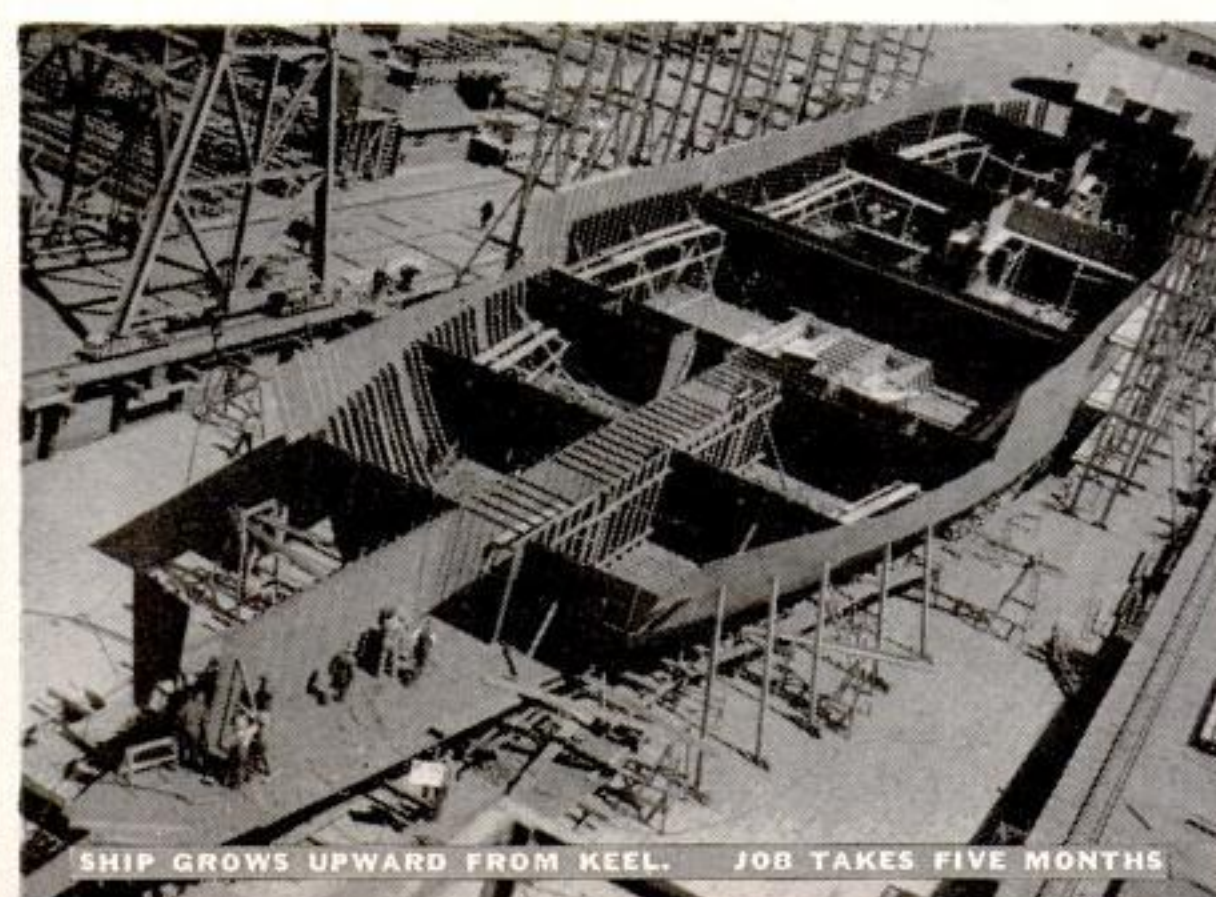
AIRVIEW SHOWS SLIPWAY READY FOR LAYING OF FREIGHTER KEEL



KEEL IS LAID FOR THE 6,900-TON FREIGHTER S. S. "CAPE ALAVA"



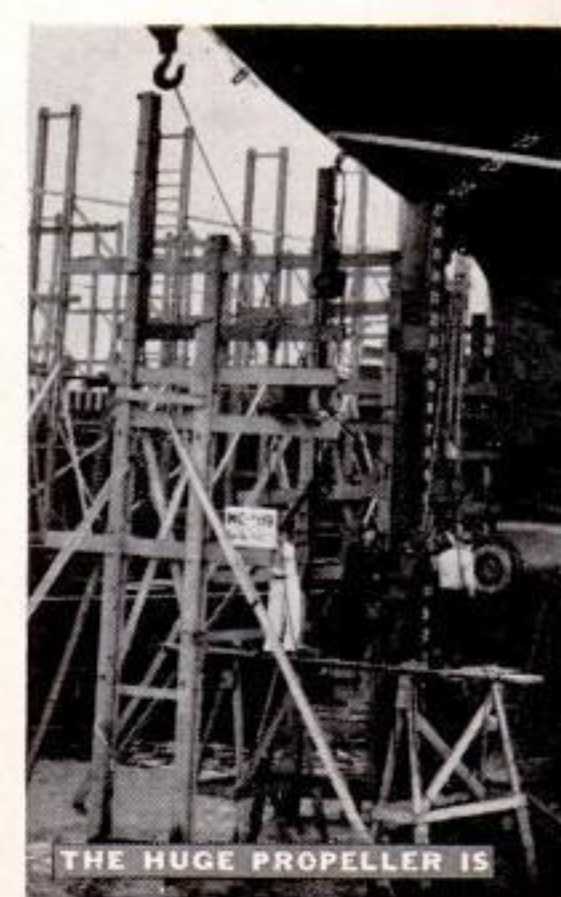
ASSEMBLED INNER BOTTOM



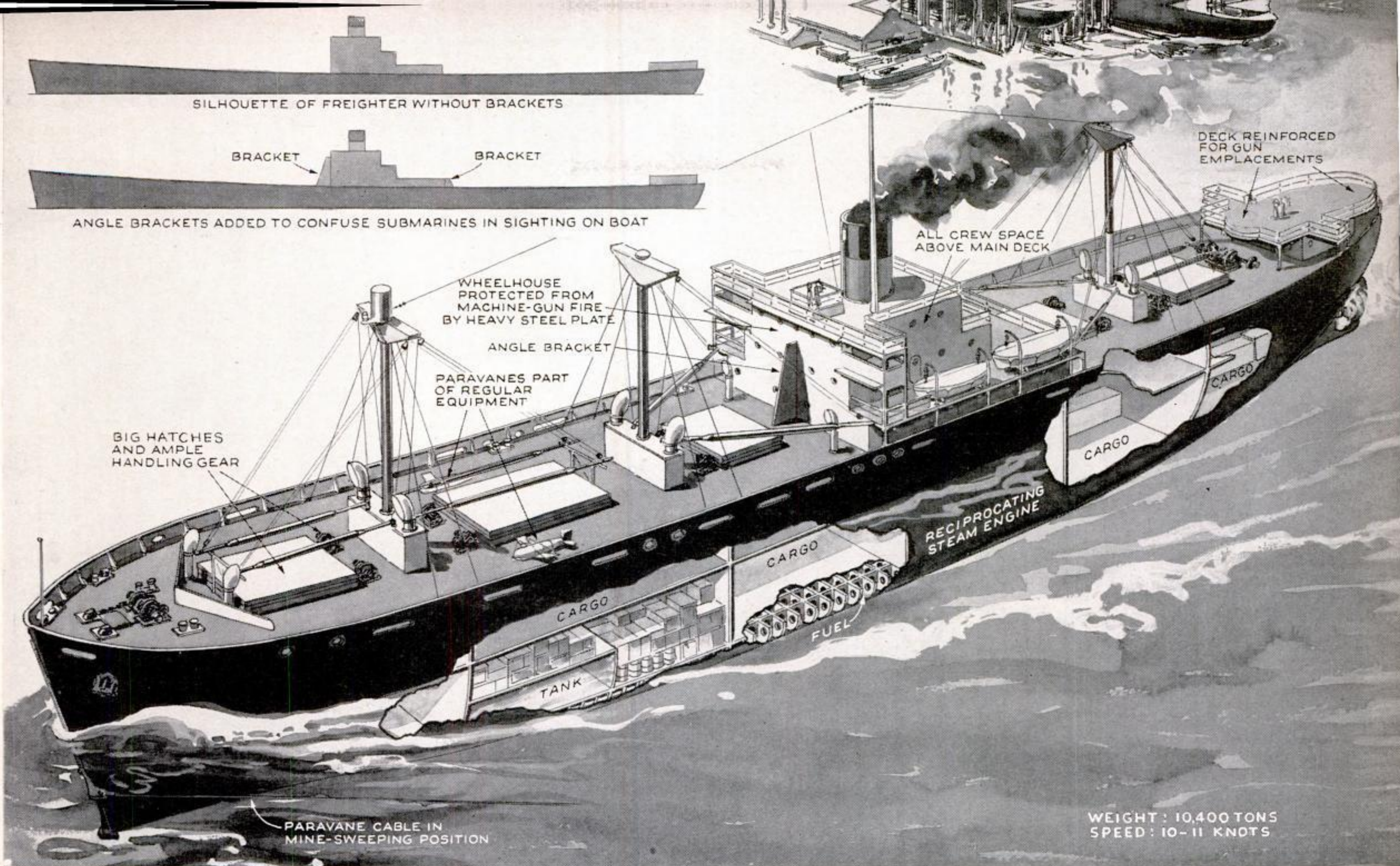
SHIP GROWS UPWARD FROM KEEL. JOB TAKES FIVE MONTHS



SHIP'S ALL-STEEL MAIN DECK IS LAID AND WELDED IN PLACE



THE HUGE PROPELLER IS



WEIGHT: 10,400 TONS
SPEED: 10-11 KNOTS

New U. S. ships (merchant) are sliding off the ways this year at a rate of two a week. Latest model is the "seagoing scow"

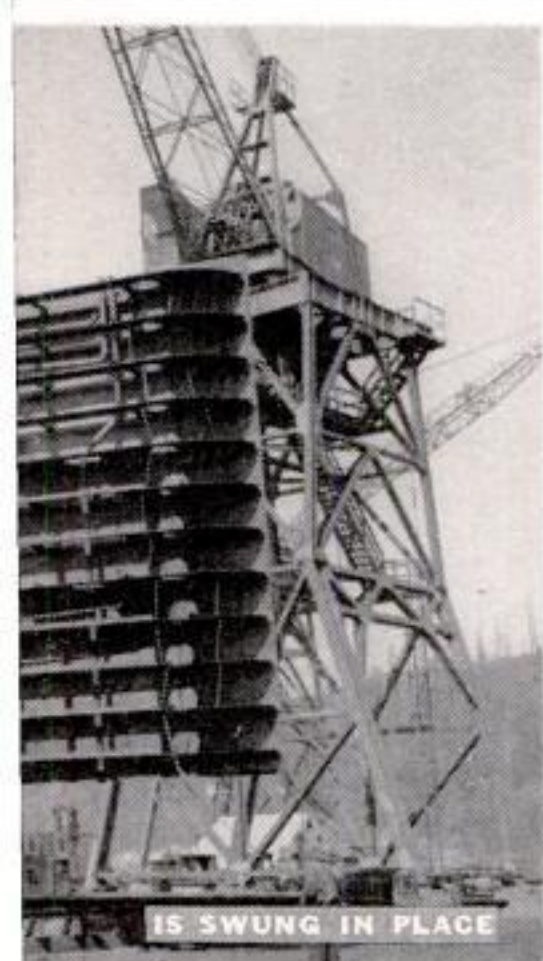
sketched above, of which 200 are now planned. Stripped of all non-essentials, it will be, according to President Roosevelt,

hard on a ship-lover's eyes, but it can be turned out at top production speed. Weight: 10,400 tons. Speed: 10-11 knots.

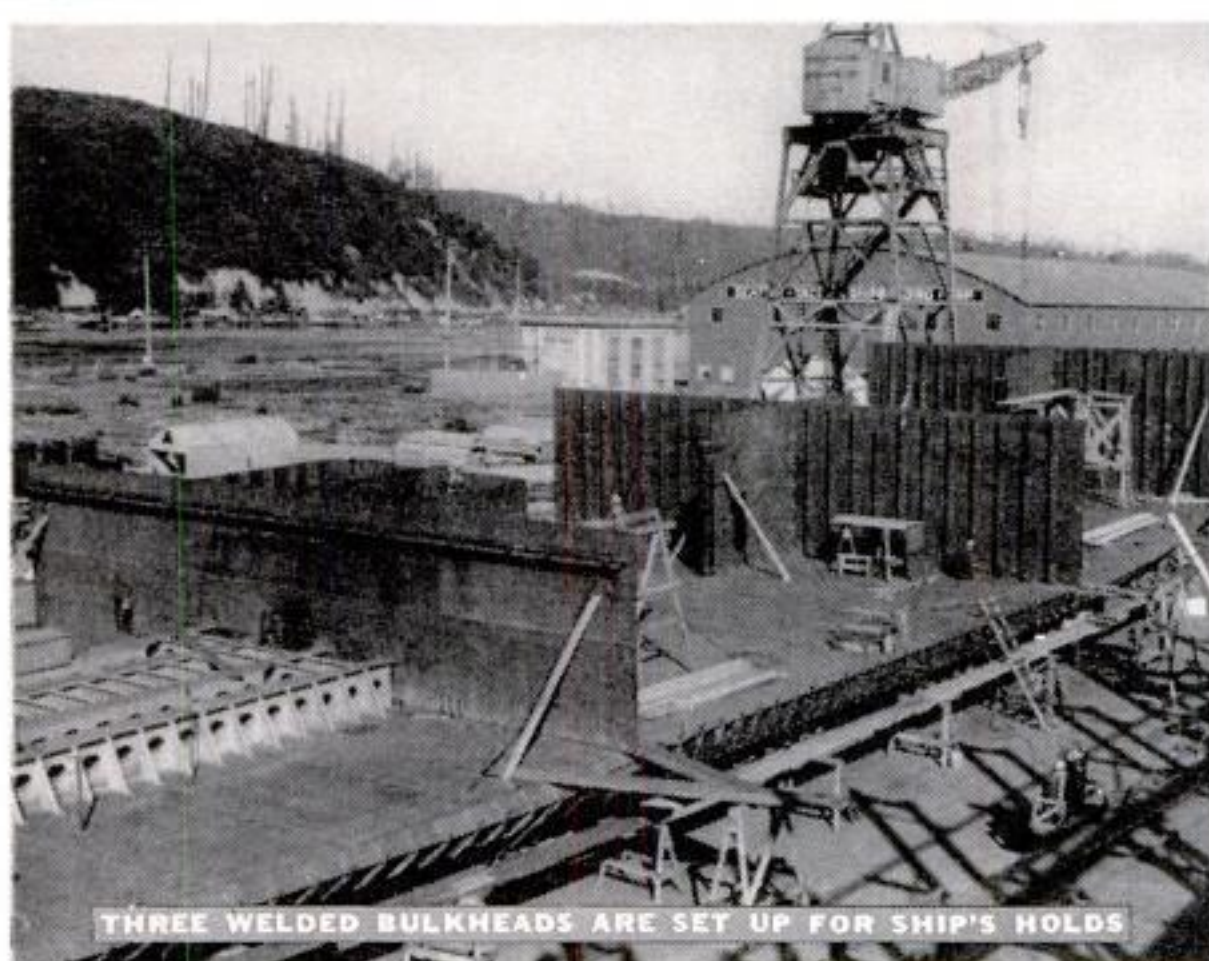
There are four quick powerful blows which America can strike in the Battle of the Atlantic. It can lease-lend Great Britain some more destroyers and torpedo boats. It can requisition some 500,000 tons of

Danish, Italian, German and other ships which now lie idle in its harbors. It can take over some British trade routes outside the war zone, thus release British ships for service in it. It can repair damaged Brit-

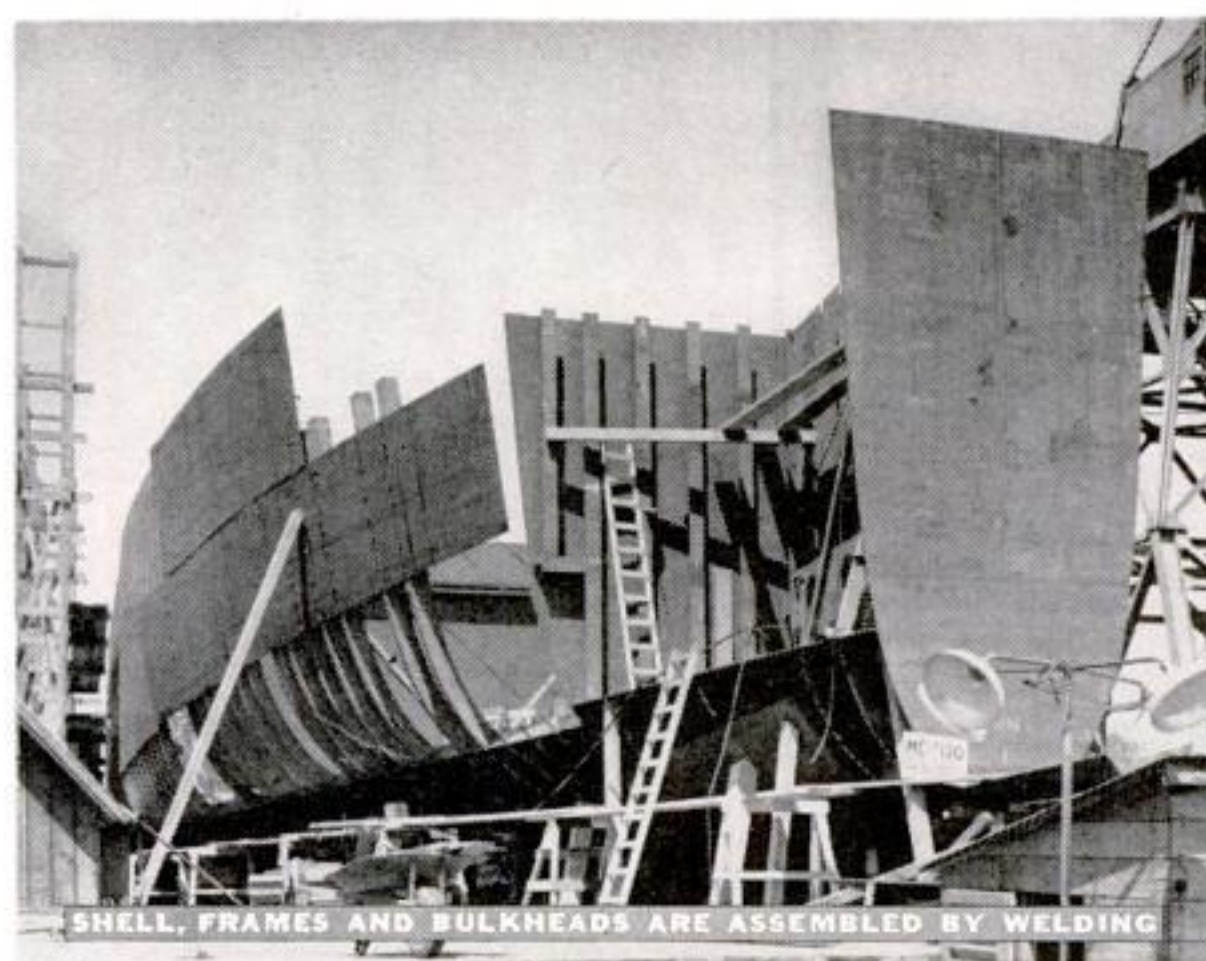
ish warships. The next step beyond that is for the U. S. Navy to furnish fully manned escort vessels for convoy duty. That may not be necessary if, in the long run, U. S. shipyards can turn out new ships fast enough.



IS SWUNG IN PLACE



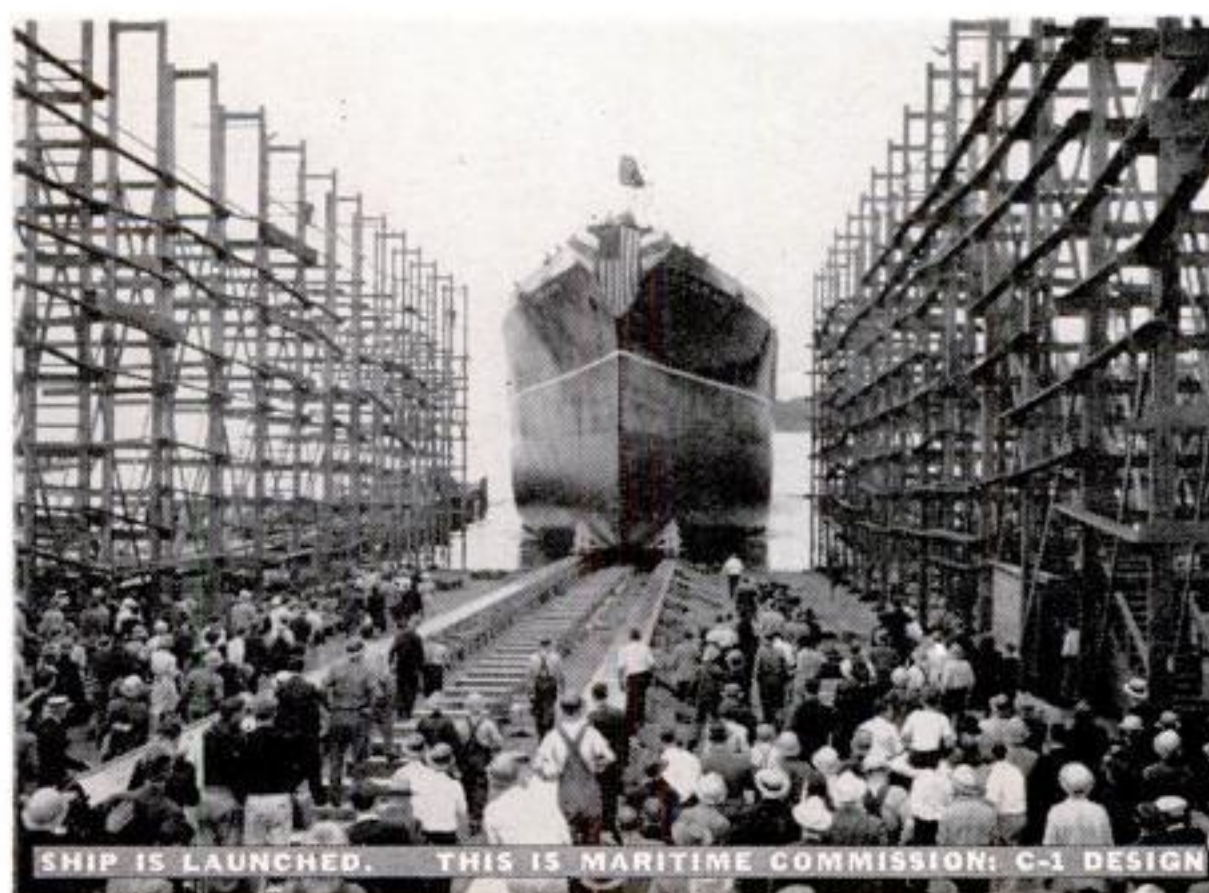
THREE WELDED BULKHEADS ARE SET UP FOR SHIP'S HOLDS



SHELL, FRAMES AND BULKHEADS ARE ASSEMBLED BY WELDING



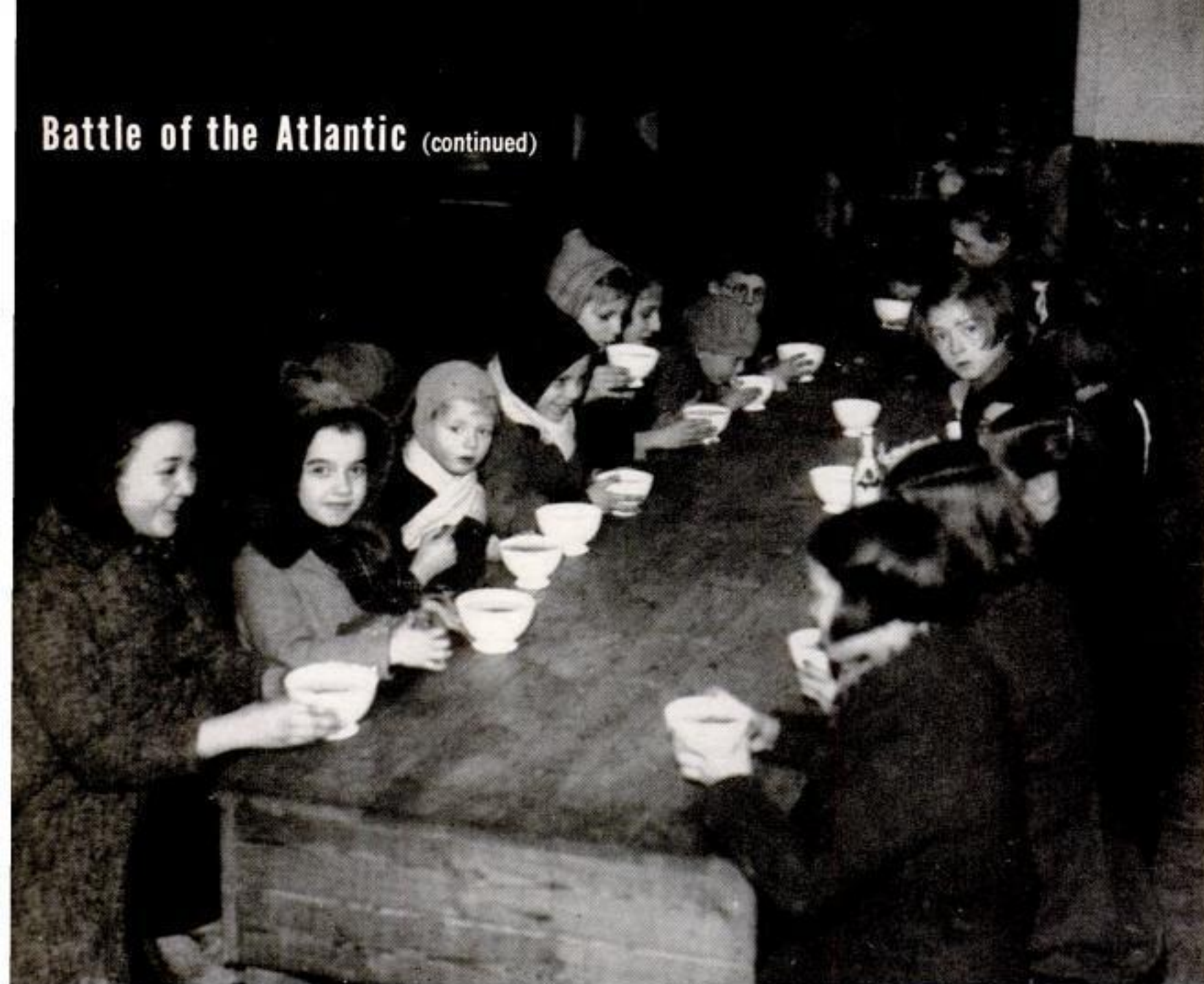
SWUNG INTO POSITION



SHIP IS LAUNCHED. THIS IS MARITIME COMMISSION: C-1 DESIGN



AFTER LAUNCHING. SHIP IS TIED UP AT PIER FOR FITTING OUT



These Belgian children are getting soup at a Winter Help kitchen. But many others, according to investigators sent by Mr. Hoover, are already so weak from hunger they cannot attend school. The Belgian ration is down to 960 calories, "or less than half necessary to maintain life."



In Paris, too, appears the breadline pattern now visible throughout Europe. But Occupied France, the nation's great food-growing section, is still a little better off than the Unoccupied Zone. Below: potatoes, now saved for seed in Unoccupied France, are distributed to Paris poor.



HUNGER IS A WEAPON

There is another side to the Battle of the Atlantic. Britain and now America with it are not merely struggling defensively to keep the British sea lanes open and resist a German invasion, though that struggle is currently uppermost in their minds. Beyond it lies their great offensive goal: the defeat of Hitler.

At present Britain has only two effective means of direct attack. One is air bombings. The other is blockade of Europe by the Royal Navy. Tragically, the first victims of the blockade are the innocent bystanders of the countries which Hitler has vanquished. They are now facing starvation. If they do starve, America, as an avowed British ally, must share the responsibility.

Last winter Herbert Hoover organized a Committee on Food for the Five Small Democracies (Belgium, Holland, Poland, Norway, Finland), and tried to persuade Britain to let food for them go through the blockade. The British said no, but Herbert Hoover is not easily discouraged. He came back with another plan. This time he proposed to feed only the Belgians as a starter, and of them only 2,000,000 children and 1,000,000 unemployed adults. Food would be dispensed directly from soup kitchens under neutral supervision, to make sure the Germans got none of it. Germany would even contribute part of the food, mainly breadstuffs. If the experiment worked, it could be spread to the other conquered countries. If it failed, the whole thing would be called off. And even if the Ge-



In Marseille, Unoccupied France, the breadline forms at dawn. French caption: "The last man wonders whether he may also get his share of scarce sausages." Thus far the British have offi-

EUROPE'S NON-COMBATANTS FORM IN FOOD LINES AS ATLANTIC BATTLE'S BLOCKADE CUTS SUPPLY

mans should seize all the food which would be sent to Europe at any one time, it would be only enough to feed Germany for three or four days.

Last week the British again said a long no, which boiled down to two points. They denied that "hunger is a greater evil and one more urgent to be remedied than the prolongation of the war." They asserted that "the blockade is not a food blockade nor an oil blockade but a blockade directed against the whole economic war machine of the enemy. . . . The Germans are attempting to organize these [conquered] territories to form an integral part of their war machine."

Columnist Mark Sullivan boiled it down even further: "This is a war in which, so far, ruthlessness wins. The whole picture of this war and the period leading up to it . . . has had a consistent characteristic. Always one side, Hitler, was willing to be ruthless, while the other side, Britain, was not—and Hitler has won every time. . . . Maybe Britain can only survive by being ruthless, too."

Even if Mr. Hoover's assertion that feeding Europe would be of *no* military help to Hitler could not be readily accepted, the question remained of whether it would be *enough* help to outweigh the hatred of Britain and America which may grow in starving hearts. Meantime a specter of active complication in the Battle of the Atlantic arose March 10 when Admiral Jean Darlan threatened to use the French Navy for convoy duty unless Britain permits food to enter Unoccupied France.



A Brussels breadline points up Mr. Hoover's assertion that conquered Europe's food situation is far worse than British admit. British say Europe has enough food for everybody if Hitler would distribute it fairly. Hoover investigators report European fat supply down over 50%.



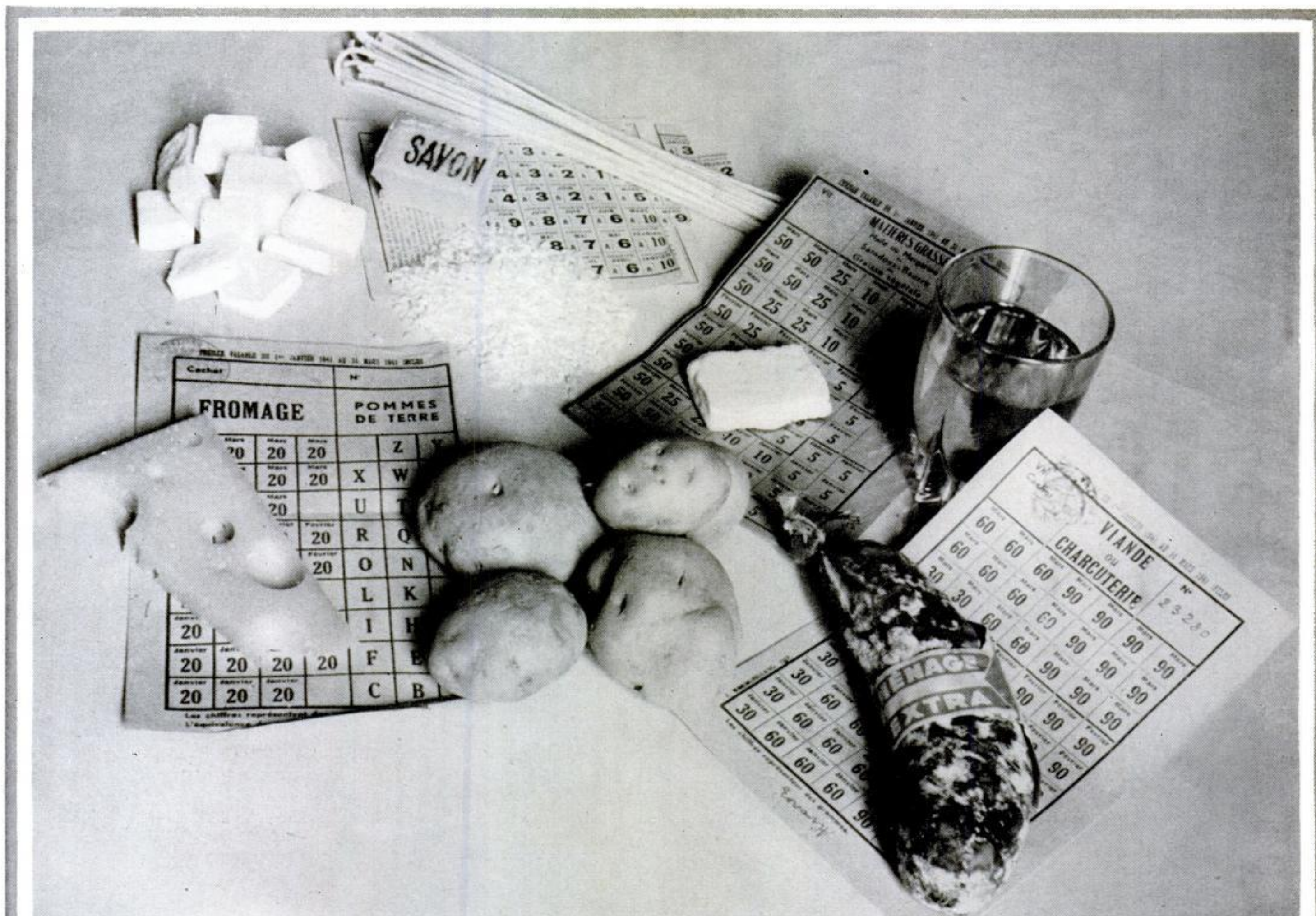
cially permitted only two American Red Cross ships carrying milk, drugs and vitamin concentrates to enter the Unoccupied Zone. Italy prevented the second's sailing until March 17.



In Spain even the children line up for food. American ships sailing to Spain have to carry an extra supply of food for Spanish dockworkers, who are otherwise too weak from hunger to work. Spain and Poland are worst-off countries in Europe. Below: Polish refugees line up at soup cart.



PEOPLE OF UNOCCUPIED FRANCE ARE NOW LIVING ON ½ LB. OF FOOD A DAY



This is a week's ration, excluding bread, for the 14,000,000 residents and 3,000,000 refugees in Unoccupied France. It consists of the following, measured by ounces: oil or margarine (2½); lard or butter or fresh vegetable

(1); meat with bone (12½) or without bone (14); cheese (2); potatoes, when available (9); rice (¾); sugar (4½); liver (4½); soap (1). All this, plus 9 oz. of bread, adds up to 3½ lb. of food, or ½ lb. a day. The "average Amer-

ican" eats 4 lb. a day. Heightening the tragedy is fact that France faces a season of very poor crops. Seeds, fertilizer, draft horses are all scarce, and 2,000,000 Frenchmen, mostly farmers, are still in German prison camps.

FOOD: WE COULD EAT LESS; OTHER MEN AND WOMEN AND CHILDREN ARE STARVING

In connection with The American Century many LIFE readers have asked me to state exactly what I favor in regard to feeding peoples under Hitler's rule or influence.

As the first step toward solution of the problem of feeding the "little democracies" I favor the immediate adoption of the experimental plan worked out by Mr. Hoover for Belgium. There could be modifications in detail to meet any detailed objections. The plan should be managed by an organization designated by the U. S. Government acting for the U. S. people.

Unoccupied France is a special problem. We ought to help feed the French people. We ought also to have a clear and unequivocal understanding with their present government (Vichy). Therefore we should propose to send large amounts of food as a free gift to France under the following conditions:

1) The Vichy government agrees to withdraw

its enunciated policy of having the French Embassy in this country check up on the political activities of non-Vichy Frenchmen. The American government has suffered too much already from the interference of fascist governments in its internal affairs, and well realizes that the Vichy government could not possibly wish its actions to be misinterpreted. The American government understands the position of the Vichy government, and is convinced that it can hold no malice against Frenchmen who, in their own way, are fighting for the freedom of France.

2) The French government gives its word of honor that it will take no step beyond the conditions of the armistice.

3) The American policy is to support Britain with every material and moral aid, and the Vichy government therefore agrees to halt all propaganda in the Vichy press, on the Vichy radio, or by Vichy representatives abroad, de-

signed to discourage the British in their gallant fight for their own freedom and that of France.

4) The Vichy government agrees to suspend all propagandistic attacks on democratic institutions.

5) The Vichy government covenants never freely to assist the Germans in any military operations against the British.

6) Distribution of food in France will be undertaken by Americans exclusively under a committee or organization appointed by the U. S. Government. The U. S. contracts, on its part, not to interfere beyond the terms of this agreement in the internal affairs of France.

7) The Vichy government agrees to publish these conditions on the radio and in the Vichy press, without adverse comment.

HENRY R. LUCE

EDITOR OF LIFE



Admiral Jean Francois Darlan, Vichy's No. 2 man and an oldtime Anglophobe, on March 10 threatened that, unless the "imbecile" British blockade is relaxed, he will use the

French Navy to convoy food ships and "fight in order that the French people can eat." Same day it was announced in Vichy that Britain has seized 14 French ships since

the beginning of the year, making a total of 108 seized since France surrendered. French proverb reply to British pleas of friendship: "Stomachs of a hungry people have no ears."

LIFE ON THE NEWSFRONTS OF THE WORLD

Millions of income taxpayers pay with a smile but want to know what their taxes will buy

The air was full of grandiose Federal figures—\$7,000,000,000 for Lease-Lend Aid, \$3,446,585,144 for Navy appropriations—as 16,000,000 Americans filed their 1940 income-tax returns. With exemptions lower and taxes higher, more Americans than ever before are paying income tax. The rush to file returns was expected. But what surprised almost everybody was the cheerfulness and eagerness with which people paid. From tax office after tax office came stories of people who sent money in even though they did not have to pay, of people who refused to make perfectly proper deductions, of people who added money to their payments simply as a gift.

The reason people were glad to pay was, of course, national defense. Eager to help, Americans this year wanted to know just what help they were. Here follows an abridged and approximate catalog of what tax dollars will buy:

- \$1: 16 cartridges
- \$2: three cotton shirts
- \$3: one bayonet
- \$6: one anti-tank shell
- \$10: one tent
- \$11: one shell for 75-mm. gun
- \$15: one 25-lb. fragmentation bomb
- \$21: pay for one Army private for one month
- \$27: one .45 automatic pistol
- \$30: one chaplain's outfit
- \$50: one Springfield rifle
- \$80: one Garand rifle
- \$100: one shell for 240-mm. howitzer
- \$160: one 8-in. armor-piercing shell
- \$450: one Browning machine gun
- \$500: one motor trailer
- \$1,000: one reconnaissance car
- \$1,300: one searchlight with tower mount
- \$2,400: one Army lieutenant's pay for one year
- \$5,000: one tractor truck
- \$8,000: pay for one rear admiral or one major general for one year
- \$10,000: one primary trainer plane
- \$20,000: one light tank
- \$70,000: one pursuit plane
- \$75,000: pay for the Commander in Chief of the Army and Navy for one year
- \$110,000: new roof for Watertown, Mass. arsenal
- \$220,000: one four-engine long-range bomber

Exchange. Jolting body blows were thrown all last week by the R. A. F. and the Luftwaffe. Freed by the Lease-Lend Bill from conserving reserve planes, the British bombers of Air Marshal Portal went all



PORTAL

out for Cologne, Berlin, Hamburg, Bremen, Kiel, Emden, Rotterdam oil tanks, airfields in the occupied lands and coast ports. The newest British bombers, Stirlings, Manchesters, Halifaxes, swarmed more than 200 at a time over submarine bases and shipyards, key factories and oil dumps. German Air Fleets hit back just as hard at Portsmouth, Liverpool Merseyside, Birmingham, Southampton, London docks, Glasgow Clydeside, and Hull. The big news was that the British were getting one in 25 of the Nazi night bombers. Anti-aircraft guns were firing a "shotgun barrage" in heavier salvos. Night fighters, driven by the same men shown in LIFE's essay on the British Fighter Command this week (pp. 82-89), were using searchlights to hunt down the bombers. "Secret weapons" were rumored. British morale was stiffened once again when several more bombs hit Buckingham Palace.

Spreading War. Through the fumes of Balkan double cross and double talk, two cold clear facts emerged last week. One was the arrival of the German Army, nearly half a million strong, on the Bulgarian borders of Greece, Turkey and Yugoslavia, and of at least 500 first-line German planes on Bulgar airfields. The other was the arrival of the British Army of the Nile in Greece. One suspect report put the total of British troops in Greece at 200,000. The Greeks had given up hope of keeping the Germans out by soft talk and had invited the British in. The army of General Wavell, facing Germans in both Libya and Greece, thus found itself in the rare British position of holding interior lines, able to shuttle from point to point much faster than the Germans.

The "spreading" war put Yugoslavia neatly on the spot. Surrounded on three sides by Axis troops, it faintly cried out for Neutrality. Germany told the Yugoslav Premier Dragisha Cvetkovich that Neutrality in this case meant joining the Axis, demobilizing the Yugoslav Army and permitting the transit of German troops. There was no doubt that Hitler did not want to fight the tough Yugoslav Army in the tough Balkan mountains. The British had not given up hope of getting the Yugoslavs to be the second Balkan people to put up a fight.

Meanwhile the wars went on. The snow slowly slid off a gigantic inscription DUX on an Albanian mountainside, and Mussolini arrived in person to launch a great "Spring Offensive." The Greeks beat him to the punch and hit the offensive before it could get started.

In Africa, all Italian East Africa was getting close to the kill. British columns were within 150 miles of Dire Dawa on the Djibouti railway, within 100 miles of Addis Ababa and within 60 miles of the main Italian port of Massaua. When these three fall, the Italian Empire is about done for.



CVETKOVICH

Defense Strikes. The Administration still expressed unconcern over the effect of strikes on defense production but nevertheless pushed a plan to cut down strikes. The President was ready to form a



LEWIS

national defense mediation board to iron out labor trouble before it reached the strike stage. Because Bernard Baruch came down to advise the President on the proposal, everybody picked him for head of the Mediation Board. The A. F. of L. said the Board was a good idea. The C. I. O. said it was a bad idea. Meanwhile there were rumblings of distant trouble in coal and steel. Out from post-election obscurity popped John L. Lewis to demand \$1-a-day raises, paid vacations and minimum work guarantees for his 500,000 United Mine Workers. Though milder than expected, his demands were rejected by mine owners. But settlement without strike seemed probable. At the same time, the Steel Workers Organizing Committee asked U. S. Steel for a 10¢-an-hour raise. Big Steel offered a conditional 2½¢. S. W. O. C. refused and both sides got set for bargaining.

Japan. Advertised as very bad news for the democracies was the setting-out of the Japanese Foreign Minister Matsuoka for Berlin last week. His mission



MATSUOKA

was presumably to co-ordinate a German drive in the West with a Japanese drive in the East. Probably much more important was a possible agreement with Soviet Russia, freeing Japan's rear for a go at the U. S. A first stage in Japan's southward push was finished last week with the initialing of the Thailand-French Indo-China treaty (LIFE, March 17). Significantly the umpire, Japan, ruled that all areas given Thailand on Japan's road to Singapore must be demilitarized.

PICTURE OF THE WEEK

At an afternoon military show at Fort Myer, Va. (see p. 106), LIFE's photographer spotted the interesting trio shown on the opposite page. Diplomatic custom permits officers of foreign powers—even potential enemy powers—to look in on not-too-secret military occasions. An attaché's official mission is to serve as a harmless observer of Army and Navy doings. Unofficially he may be critic, appraiser and possible plagiarist on whose judgment vital diplomatic decisions are made. Sharpest-eyed attachés in the U. S. today are those you see here: Major General Saburo Isoda of Japan, Lieutenant General Friederich von Boetticher of Germany and Brigadier General Adolfo Infante of Italy. General Boetticher has been stationed in Washington since 1933. His Japanese and Italian comrades arrived last year. When they appear in public they more often than not get together. For each of them has been finding it rather difficult today to make and retain good friends.



CARTOONIST WEBSTER'S PLEASED TAXPAYER

Generals of the Axis: military attachés
of Japan, Germany and Italy discuss what
they saw at U. S. Army show at Fort Myer





Most Beautiful Brunette: Nedra Evans



Most Beautiful Blonde: Jean Matlock



Most Beautiful Smile: Dorothy Ericksen



Most Beautiful Profile: Shirley James



Most beautiful eyes are picked with strict disregard for cute cheeks, lips or other distracting contours. Judging in various

categories was conducted by five art directors two nights before the presentation of winners to Chicago's advertising elite.

CHICAGO ADVERTISING MEN INSPECT NEW MODELS FOR 1941

At Chicago's Art Center on the evening of March 13, more than 450 advertising artists, illustrators and photographers looked over the latest 1941 styles in legs, eyes, bosoms, hips, teeth and general all-round feminine allure. In an altogether critical and workaday spirit they surveyed the models on display with an eye wholly confined to their commercial needs. This was no evening of fun. It was an experiment in business relations, designed to improve the haphazard system under which models with beautiful legs, eyes, bosoms, hips or teeth daily trudge from office to office in the hope that their peculiar assets might fill the advertising wants of the moment.

To introduce the best of 1941's current model crop to

the art directors of local advertising agencies, the Society of Photographic Illustrators sponsored the show and contest pictured here. From 250 entrants, 35 were picked as archetypal representatives of beauty's varied forms. One by one they were introduced to the men who would mean jobs and money to them in months to come. One by one they were inspected as solemnly and detachedly as new motorcars at a dealer's convention, new fashions at a spring salon. Two of the girls shown on these pages—Miss Profile and Miss Hands—are students at Northwestern. One—Miss Brunette—is the mother of a two-year-old son. Miss Lingerie is a professional dancer. Miss Smiles is an expert figure skater. All have great things ahead of them.



Most beautiful legs are found attached to Theresa Goll, former art student. Sought by movies, she proposes to marry instead.



Most beautiful hands spring from wrists of 18-year-old Alice Olsen who is studying journalism. She also has pretty legs.

Miss
Lingerie:
Christine
Carol



Miss
Bathing Girl:
Jean
Dupont



1 10:30 P. M.



SEATTLE BLACKOUT

At 10:30 p.m. on March 7, the thin dissonant wail of 100 sirens shivered the streets of Seattle. Motorcars halted, extinguished their lamps. In homes and hotels constellations of lighted windows faded into the night. Neon signs and street lights flicked off. At 10:53 the first total blackout ever attempted by any big city in the U. S. was complete. An invisible watcher downtown yelled, "Bring on Hitler!"

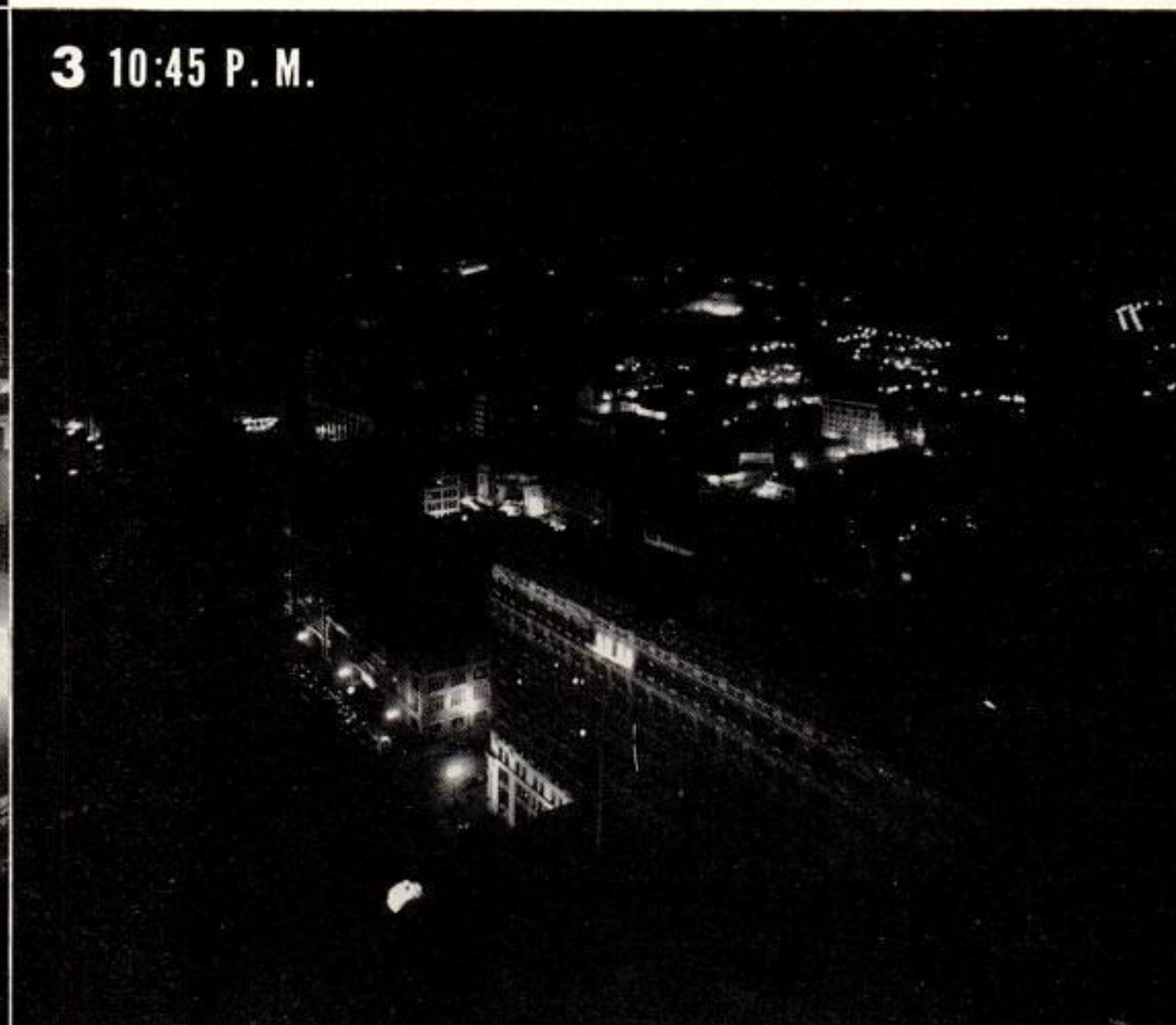
At 10:55 Seattle once again lighted up. No idle lark, this quarter hour of darkness, result of three months' planning by a civilian committee co-operating with Army and Navy advisers, signalized Seattle's awareness that in war its great defense industries would be mandatory targets for any foe. Technical problems of power and traffic control were handled with consummate efficiency. Even more impressive was the willingness with which 366,000 free citizens united in a vast common enterprise. Only blackout casualty: a Boy Scout who fell off his bicycle.

On this page you see five sequence shots of the blackout, looking north from the Northern Life Tower. Light clusters visible in the final exposure indicate "roadhouse row" outside the city limits (*upper left*), a shipyard which did not black out (*upper right*) and a forgotten skylight (*lower left*).

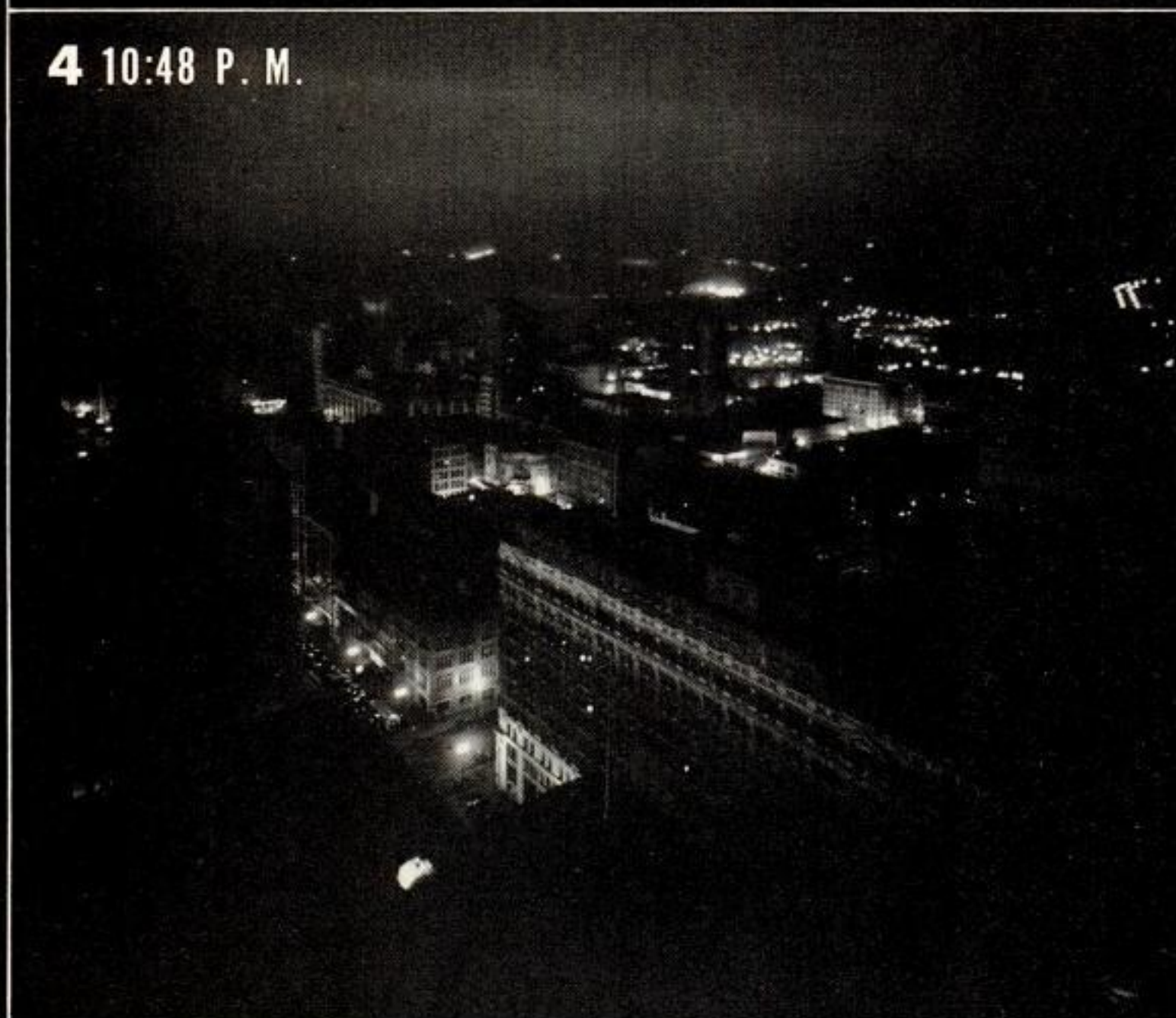
2 10:41 P. M.



3 10:45 P. M.



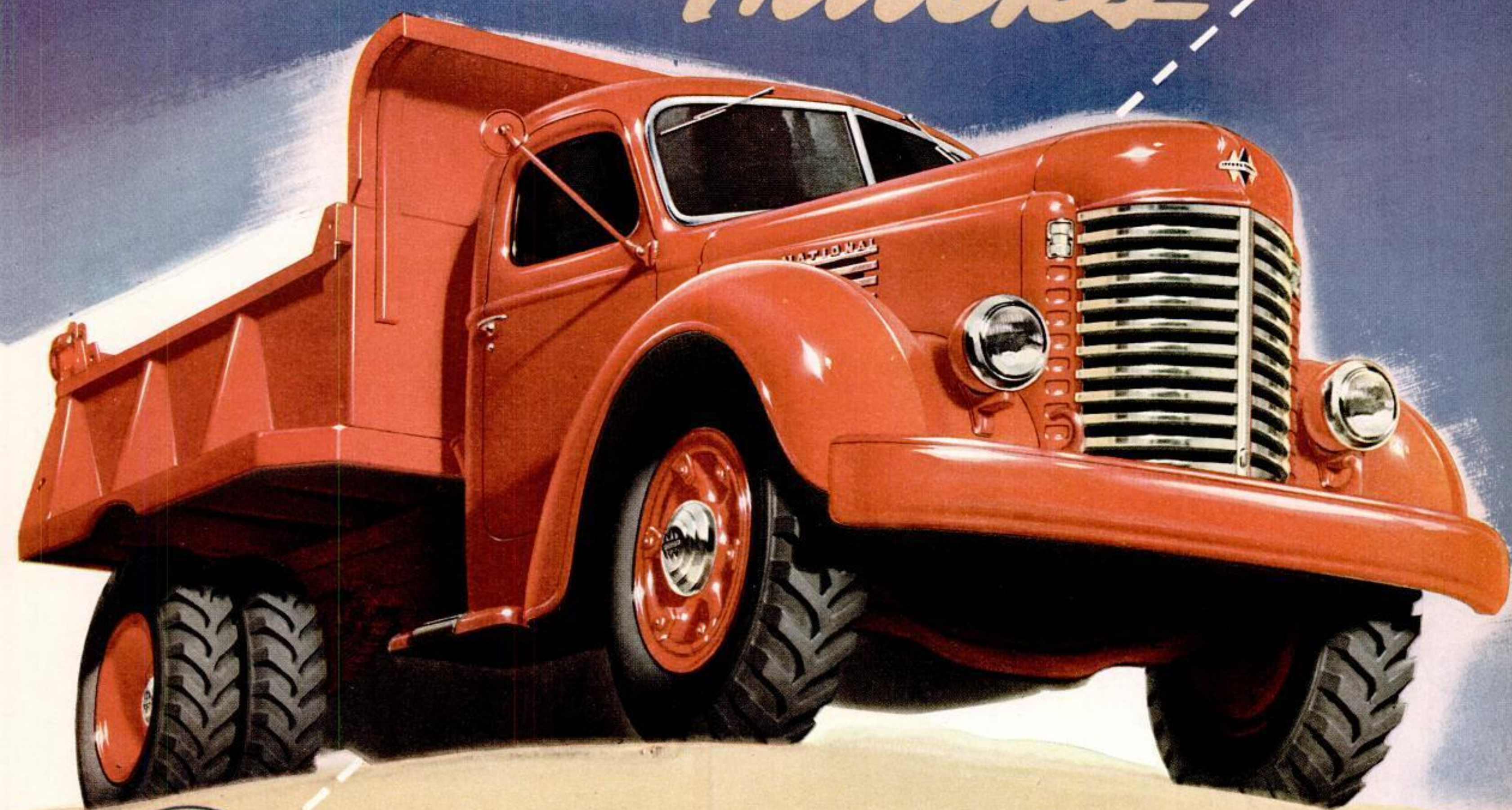
4 10:48 P. M.



5 10:53 P. M.



New INTERNATIONAL Trucks



NEW POWER... NEW STAMINA... NEW ECONOMY

NOW International Harvester presents the new International HEAVY-DUTY Trucks—rugged, powerful trucks that are built for *heavy hauling*! Here is a glimpse of one of the many handsome models with which International begins its 34th year of truck manufacture. All sizes, including 6-wheel and Diesel-powered units.

Here is a greater generation of quality trucks—distinctive, up-to-the-minute, ultra-efficient—marked with the famous emblem and the name that stands for *earned leadership in the heavy-duty field*.

Change is not just a matter of the calendar with International. Improvements are passed on to owners and drivers as fast as is practicable. But only in this complete redesign could we incorporate all the best fruits of Harvester experience.

From the moment you enter the new all-steel Comfort Cab with its foam-type rubber seat cushion and put one of these beautiful new trucks in motion, you will feel the difference. First, you will find a *revelation in easy steering*. Outstanding engineering is evident in the new Hi-Tork brakes, the

rugged rear axle, the larger easier-riding springs. These and many other International features, topped by the powerful new engine, bring you what it takes to *out-perform* and *out-economize* the past.

Get acquainted with International's new K-line trucks and you will understand why more heavy-duty Internationals are sold than any other make. See these new Internationals at the nearest dealer's showroom, or at any Company-owned branch. Catalogs on request.

INTERNATIONAL HARVESTER COMPANY
180 North Michigan Avenue Chicago, Illinois



Much bigger than anyone dreamed of

... But wait till we tell you about the surprise *we've* had!

Less than two years ago, we reduced the price of Paul Jones Whiskey, expecting a moderate increase in sales.

Instead, there stepped forth one of the fastest-selling whiskeys in history! A whiskey *five times* as popular as before!

Overwhelming proof, we'd say, that people like a *dry* whiskey—a whiskey without a single trace of sweetness.

This brisk, tangy *dryness* was not news. Connoisseurs

had long chosen Paul Jones. But the qualities that made Paul Jones famous also made it expensive. And many there were who simply couldn't afford it.

So we made Paul Jones a popular-priced whiskey—without changing *one* of its expensive qualities.

And, gentlemen, how your fellow countrymen responded!

Maybe you did, too. If not, do this one simple favor to your palate and your purse: Try glorious, tangy, *dry* Paul Jones—*today!*



TRY DRY

Paul Jones

TODAY!

A blend of straight whiskies, 90 proof. Frankfort Distilleries, Inc., Louisville & Baltimore.

PAUL JONES IS NOW FIVE TIMES  AS POPULAR  AS BEFORE



BOUND EAST FOR PORTUGAL, THE S. S. "EXETER" HEADS DOWN THE HUDSON RIVER, PAST MANHATTAN'S TALL TOWERS AND OUT TO OPEN SEA, WITH 105 VARIED PASSENGERS OF WAR

SECRET AND OFFICIAL MISSIONS TAKE AMERICANS ACROSS THE SEA TO LISBON

At 2:30 p. m. on March 8, the American Export liner *Exeter* nosed down New York bay through fog and snow, heading for the wide perilous ocean and the port of Lisbon. The harbor was desolate as the little 15,395-ton liner put out to sea. Once the world's most glamorous seaport, New York today receives only drab coastal vessels, South American cruise and cargo ships, intermittent war-gray visitors from Britain, freighters from Africa and the Orient and four faithful travelers of the American Export Line—the *Exeter*, *Excalibur*, *Excambion* and *Siboney*—which weekly voyage back and forth on the New York-Lisbon run. War and the Neutrality Act knocked American-owned lines from their sea lanes to Britain, France, Germany and the Scandinavian countries. Only the American Export Line, by virtue of its route to the open port of Lisbon, still carries on.

Here you see a few of the transatlantic passengers who left New York on the *Exeter's* last trip. Some of the 105 men and women aboard were foreigners, bound east for reasons best known to themselves. But every American who sailed, sailed "on official business or because of an imperative necessity"—only conditions under which the State Department now issues passports to citizens of the U. S. They were diplomats, military and air observers, businessmen involved in matters of defense or of national commercial significance. Sixty-four of those aboard disembarked at Bermuda. Forty-one continued across the sea.



Coast Guardsmen Lamar Green and Burch Wilson are headed for Lisbon to serve on the *Campbell*, only Coast Guard cutter in Europe. It costs \$720 to transfer them from the *Arundel*, in New York harbor.



John Evans, Chief of the Associated Press Foreign Service, is going to inspect his bureau in Madrid, from there will go to Bern, Switzerland, now center of radio transmission for continental Europe.



Captain A. von S. Pickhardt, U. S. N., is bound for the American Embassy in Berlin, where he will serve as Naval Attaché and Naval Attaché for Air. This is his first trip since war broke out.



Captain Charles H. Bonesteel III has been sent to London by the War Department in Washington as military observer. He left his American tin hat at home, will get one of British type in England.



Thomas M. Forsyth is making first trip abroad to serve as Secretary of U.S. Legation at Bucharest. He doesn't know when he'll be back.

A COLD SHOWER IS
One Way TO WAKE UP



A cold shower is a fine "emergency operation" to get your eyes open and get you downstairs. But that's about as far as it does get you—and don't tell us you look forward to it!

WAKE UP EASIER *Happier*
WITH THE NEW BLEND
CHASE & SANBORN COFFEE



YOU can't go far on a cold shower. You need warming up. You need stoking! That's what breakfast is for. Make the "early morning test" with the tangy NEW BLEND Chase & Sanborn and see if it doesn't double your wake-up speed record.

Its rich, sparkling, young-as-you-feel flavor pulls you right out of the morning blues, warms you body and soul, sends you out zipping. Get someone to bring you a cup before you get out of bed. At least get down to breakfast as soon as possible. Wake up tomorrow—BEAMING—with the NEW BLEND Chase & Sanborn!



Listen to Edgar Bergen-Charlie McCarthy on the Chase & Sanborn Radio Program every Sunday on the NBC Red Network

CHASE & SANBORN COFFEE

"Exeter" sailing (continued)



Employees of "Chip" Robert's contracting firm are going to Bermuda with their wives to work on the recently acquired U. S. bases. Wives will all do double duty as stenographers and secretaries. Unless they stay till the work is finished, they will have to pay their own traveling expenses. They were the merriest of all on board.



Mrs. Sabille is sailing for Lisbon. After a whispered consultation with a friend, she hesitantly said that she was going to look for her children there. Four others on board refused to disclose either their reason for going or their destination. Two more passengers locked themselves in their staterooms till after the boat had sailed.



Mrs. Leonard Wright, a British subject, is crossing the Atlantic to join her husband in Lisbon. She brought her children, John and Mary, over last July when "things didn't look too good." They have been staying in Pittsburgh, are returning because things look better. John said that he had "much more fun than at home."

CONTINUED ON PAGE 46

THE
NEW
FREEDOM
in Curve

Control
Playtex
Living
Girdle

Youthfully slender...vibrant...alive, you *feel* the new fashion for freedom in your Playtex* Living* Girdle! For here's a new principle in figure control that gives you your own natural lines, *slimmed down!* Not a corset, not an old-fashioned rubber garment, but a revolutionary method of curve control that lives and breathes with you! The secret is in that amazing material, smooth liquid latex...porous and smooth, like your own skin...with no seams, no stitches, no boning. It's the ALL-occasion girdle with the ALL-way stretch!† Light-as-air...luxurious... gives you firm control with freedom and comfort! Always fresh: rinse in suds, pat with a towel, and it's dry! Delicately flower-scented in blossom pink, forget-me-not blue and gardenia white.

in **SLIM** silver tubes

#700. Panty style
...gives you today's
casual young lines
for everything from
an evening dress to
a bathing suit! **\$2**

#707. Girdle with
seamless garters,
all in one smooth
piece...acts in
harmony to give
you a slim hip-and-
thigh line. **\$2.50**
An extra large size, \$3.50

International Latex Corp'n., 350 Fifth Ave., New York, N. Y.

Please send me.....Playtex* Living* Girdles.

☐ #700 Panty Style \$2.00

☐ #707 Girdle with Garters . \$2.50

(an extra large size, \$3.50)

My waist measures.....inches ☐ Pink ☐ Check

My hips measure.....inches ☐ White ☐ Cash

☐ Blue ☐ Money Order

Name.....

Address.....

City..... State.....

*Trade Mark Reg. U. S. Pat. Off. †Trade Mark. Copyright 1941 Int'l Latex Corp'n. L413



Figure Glamour is important every hour of the day!

Life BY *formfit*

—specially designed to glamourize Today's Woman in each of her daily activities

KEEP A BRA WARDROBE
Day Life — Sports Life — Night Life
\$1.25 \$1.75 \$2.50 \$3.50

MADE BY THE FORMFIT COMPANY • CHICAGO • NEW YORK

Second glance!

Guaranteed as advertised in Good Housekeeping • BERKSHIRE STOCKINGS

Legs clad in Berkshire Stockings are sure of that second glance. And after you've compared the wear of these lovely sheers—modern versions of the stockings made famous by Berkshire since 1906—you'll prefer Berkshires, always. For into every beautiful pair, strength and service have been carefully knit.

And, be sure to see Berkshire Kantruns, the lovely, lacy stockings that never run.

Berkshire Stockings

Made by the world's largest manufacturer of full-fashioned stockings, Berkshire Knitting Mills, Reading, Pa.

"Exeter" sailing (continued)



Francis Verrell and Marvin Grant are en route to "an airport somewhere in England," to join 30 other Lockheed mechanics assembling Hudson bombers. "The English say they'd rather fly a Hudson than anything else," said Grant. Both wore tiny Lockheeds in buttonholes. Grant comes from Pomona, Verrell from Burbank, Calif.



Reverend M. C. Lehman and Reverend Jesse Hoover were sent to Europe by Menonite Central Committee of Akron, Pa. Mr. Lehman is returning to Berlin, where he has recently spent more than a year on relief work among Allied prisoners. Mr. Hoover is going to Lyons, to start relief work there. They do not help the Germans.



Akira Matsui and Yashitaro Yamada are going to the Japanese Embassy in London. Mr. Yamada is being transferred from the Washington Embassy, Mr. Matsui from Ottawa. Asked how he felt about his assignment, Mr. Matsui said, "I hope we escape bombs." To other questions he replied, "most interesting, most interesting."

It's Delicious Kre-mel* for the Quints

*
THE DESSERT SELECTED
FOR THE HEALTHY
HAPPY FIVE BY

Dr. Allan Roy Dafee

Kre-mel is, indeed, a happy dessert choice for the Quints—for *your* children, for *you*! For Kre-mel is more than a thoroughly delicious, deeply satisfying dessert... It is *good food*, wholesome, high in food-energy value. Every ingredient used in Kre-mel is of highest quality. Kre-mel—no matter what the flavor—is rich in pure Dextrose, the sugar that supplies "fuel" for energy.

And, mothers, Kre-mel is ever so easy to prepare! It takes less than five minutes to complete a glorious, flavorful, creamy-smooth Kre-mel Dessert.

Kre-mel comes in six delicious flavors—each a real taste *thrill*. Serve your favorite flavor Kre-mel tonight—and then be *sure* to try all six. You'll be interested in the tempting recipes on each Kre-mel package. Your grocer sells Kre-mel Dessert.

DR. ALLAN ROY DAFOE says:

"Kre-mel was selected as an excellent, nutritious dessert for the Dionne Quintuplets. Its rich Dextrose content supplies valuable food-energy for active growing children."



Cecile

World Copyright 1941, King Features Syndicate

"THE LASS WITH THE DELICATE AIR"

"Cecile" is the 5th portrait in Kre-mel's series "The Dionne Quintuplets as Individuals" painted from life by Willy Pogany. "Lady" Cecile is chic, graceful, *utterly* feminine. She loves clothes and would change her frock a dozen times a day if permitted.

Her favorite color is blue. She likes contrasting accessories, and insists that her bag, gloves and shoes match. Like the other Quints, Cecile enjoys her appetizing, wholesome Kre-mel Dessert often. It's so delicious—and good for her.



REMEMBER—KRE-MEL DESSERTS ARE RICH IN DEXTROSE—FOOD-ENERGY SUGAR



VANILLA
PARFAIT



Smooth ice-creams, delicious fruit molds, "Tortoni" and dozens of refreshing frozen desserts may be made with Kre-mel.



BUTTERSCOTCH
PUDDING



Milk, Kre-mel, and a little cooking—*presto!* You have a glorious, satisfying dessert! Use Kre-mel Butterscotch Flavor for pies, too!



TANGY
LEMON PIE



Make it the sure, easy and economical way with Kre-mel. Get perfect consistency, full, tangy lemon flavor every time!



THE KING'S
GIFT



A thrilling new dessert made with Kre-mel Caramel Flavor. A wonderful party treat. Follow the recipe on the Caramel package.



CHOCOLATE
SULTAN



A dream of a fruit and nut dessert, prepared in five minutes. Recipe on back of Kre-mel Chocolate Flavor package.

NEW! THE LATEST ADDITION TO THE FAMOUS FIVE

The newest flavor Kre-mel—PEPPERMINT CHOCOLATE makes ice-cream, puddings, pie fillings that are a delightful blend of rich chocolate flavor and mint. Try this exciting new dessert tonight!



Copyrighted material



His First Corn on the Cob

*How does this boy feel?
How did Columbus feel when he sighted San Salvador?
How did Edison feel when that light bulb glowed?
Notice the rapt look and repressed excitement in that face—
the expression of those hands.*

*When did you discover your first corn on the cob?
Have you discovered the modern, streamlined kind—with
all the gold of grandmaw's, but without the cob?
See next page for more about Niblets Brand Whole
Kernel Corn . . .*

*That famous childhood thrill
now captured in a can for you*



Niblets Brand Whole Kernel Corn

Corn-on-the-cob without the cob—



*Now
at the
Lowest
Price
in History*

This photograph shows Niblets Corn $1\frac{1}{2}$ times actual size—for a reason. We want to acquaint you with the uniformity of those full-bodied, golden kernels.

NORMAN ROCKWELL LOOKS AT ART AND EATIN'



"In all my years of painting pictures for magazine covers and books and advertisers, one of my most pleasant partnerships has been with the corn people in LeSueur, Minnesota.

"This year I have brought another member of my family into that 'partnership'—my youngest son, Peter, who is $4\frac{1}{2}$ years old.

"He's the little boy in the painting who is struggling between anticipation and self-control (that's just about to weaken).

"You may have seen the grandmother in one or two of my pictures before. To me, she's the ideal representation of the hearty type who loves to see her sons (and grandsons) eat—and knows exactly what they like.

"And isn't that frame a dandy? I picked it up in an old frame shop in New England.

"This is the fourth picture I've done for the Niblets corn people—and I'm hoping you'll want to see another one next year."

Norman Rockwell

If you will study the color photograph of Niblets Brand Whole Kernel Corn, above, one thing is sure to strike you: the high degree of uniformity in those full-bodied, golden kernels.

Such uniformity, can after can, season after season, is one reason why Niblets Brand is a three-to-one favorite over any other brand of whole kernel corn.

We grow our own seed from an exclusive breed (D-138). We plant it in scientifically analyzed soil. By a new method known as "pregrading" we are able to harvest it just when those kernels are at their plumpest, tenderest and sweetest.

It is cut from the ear by special methods which eliminate silk and cob-bits, leaving only the meaty kernels; then it is packed in vacuum to hold that welcome corn-on-the-cob flavor.

Whenever you see the Green Giant on the label, you can be sure of a better can of corn and a greater value to you. Remember: *now at the lowest prices in Green Giant history.*

Packed only by Minnesota Valley Canning Co., LeSueur, Minnesota, and Fine Foods of Canada, Ltd., Tecumseh, Ont. Also packers of Green Giant Brand Peas, Niblet-ears Brand Corn (corn-on-the-cob in a can), Del Maiz Brand Corn (cream style) and Niblets Brand Mexicorn (whole kernel corn with sweet red and green peppers).

LOOK FOR NORMAN ROCKWELL DISPLAY AT YOUR GROCER'S

Featuring new Rockwell painting and Niblets Brand whole kernel corn in the 4th Annual Norman Rockwell Promotion. Treat yourself (and family) to the "best-eating" corn in the land—now at the lowest prices in history.



Want this New Rockwell Picture for your Home?

I enclose two labels from Niblets Brand Corn, for which please send me reproduction of Norman Rockwell painting, "His First Corn on the Cob," size $15\frac{1}{2} \times 18$ inches, suitable for framing. Minnesota Valley Canning Co., Le Sueur, Minn. In Canada, address Fine Foods of Canada, Ltd., Tecumseh, Ont.

Name _____
Street Address _____
City _____ State _____



Two rules about coffee you may not know

RULE NO. 1 is about *making* coffee. To get all its rich and satisfying flavor, use a heaping tablespoonful for every cup.

RULE NO. 2 is about *drinking* coffee. The buoyant lift it gives you is too good to miss by drinking it only once a day. It brightens conversation. It helps you think more quickly and clearly. It actually rests

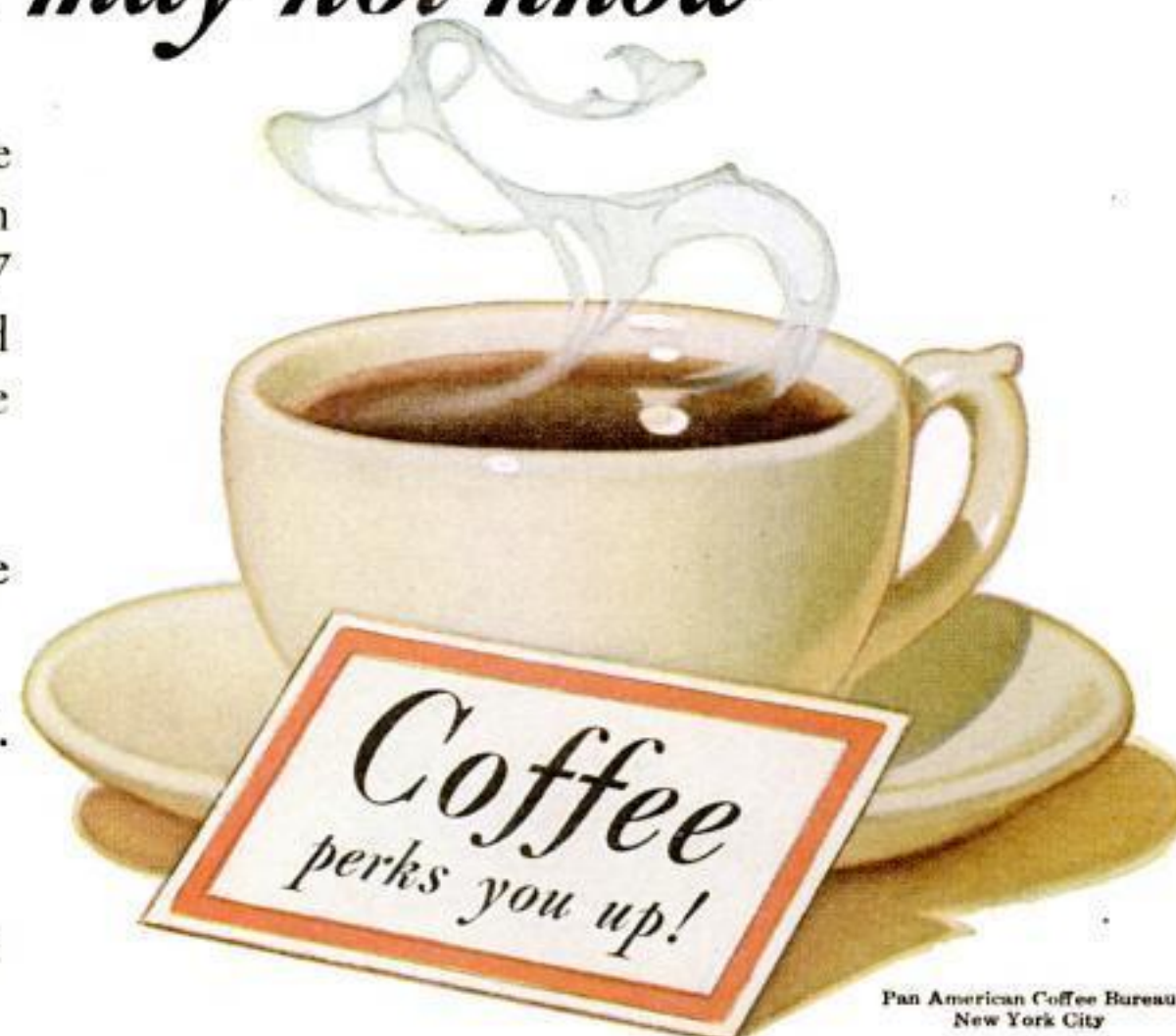
you when you're tired. These are benefits you want at midday and in the evening. And if you're like 97 people out of 100, you don't need to worry about sleeping, for the lift lasts only about two hours.

So the rule about drinking coffee is this:

Go ahead and enjoy it at every meal.

Published by the Pan American coffee producers, for the benefit of the American public, the largest consumers of coffee in the world.

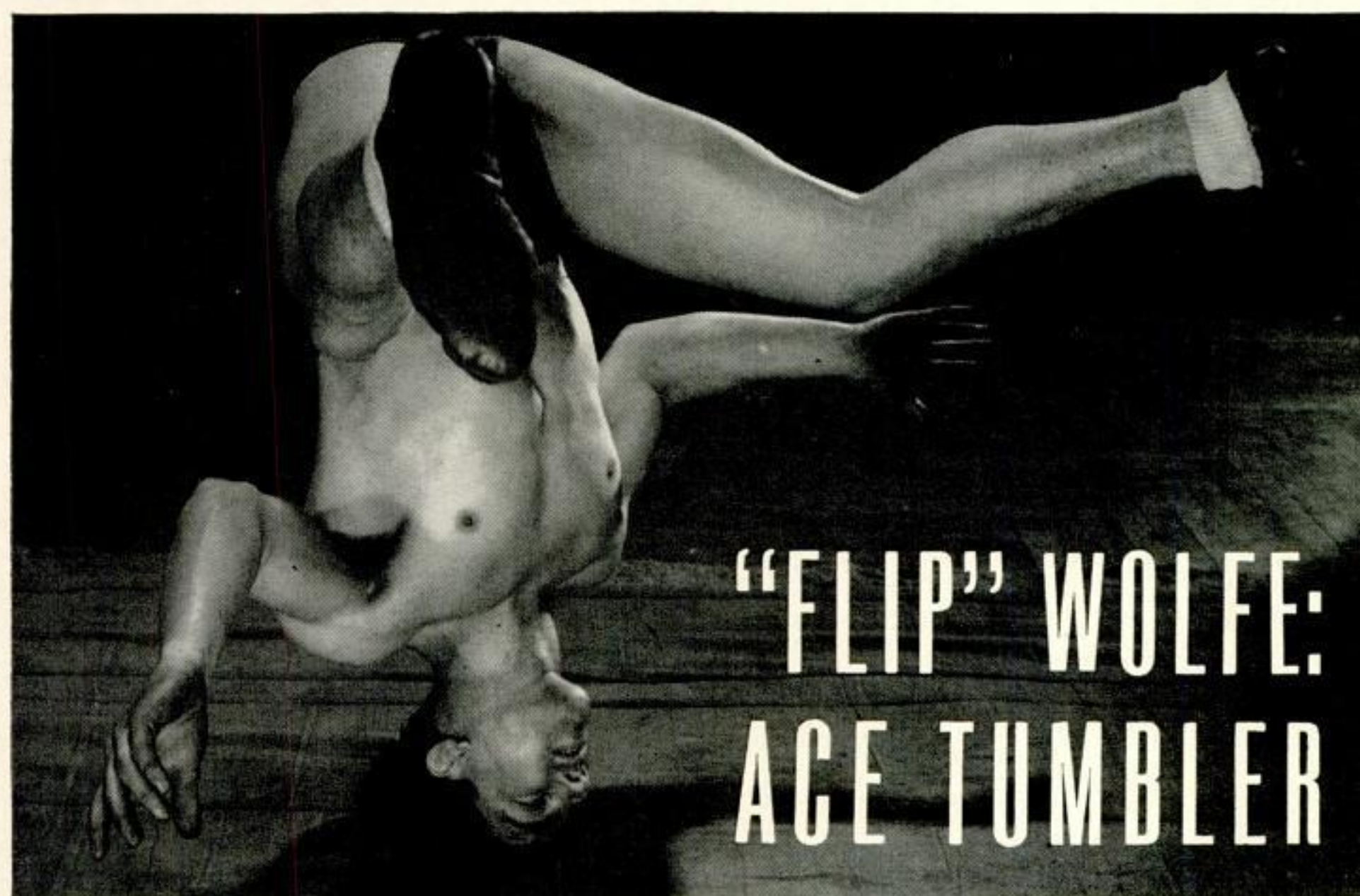
BRAZIL • COLOMBIA • COSTA RICA • CUBA • EL SALVADOR • VENEZUELA



Pan American Coffee Bureau
New York City



EXECUTING A FORWARD SOMERSAULT, WOLFE SNAPS HEAD FORWARD AND DOWNWARD, GRABS KNEES, OPENS OUT IN TIME TO LAND WITH ARCHED BACK, STRAIGHT LEGS



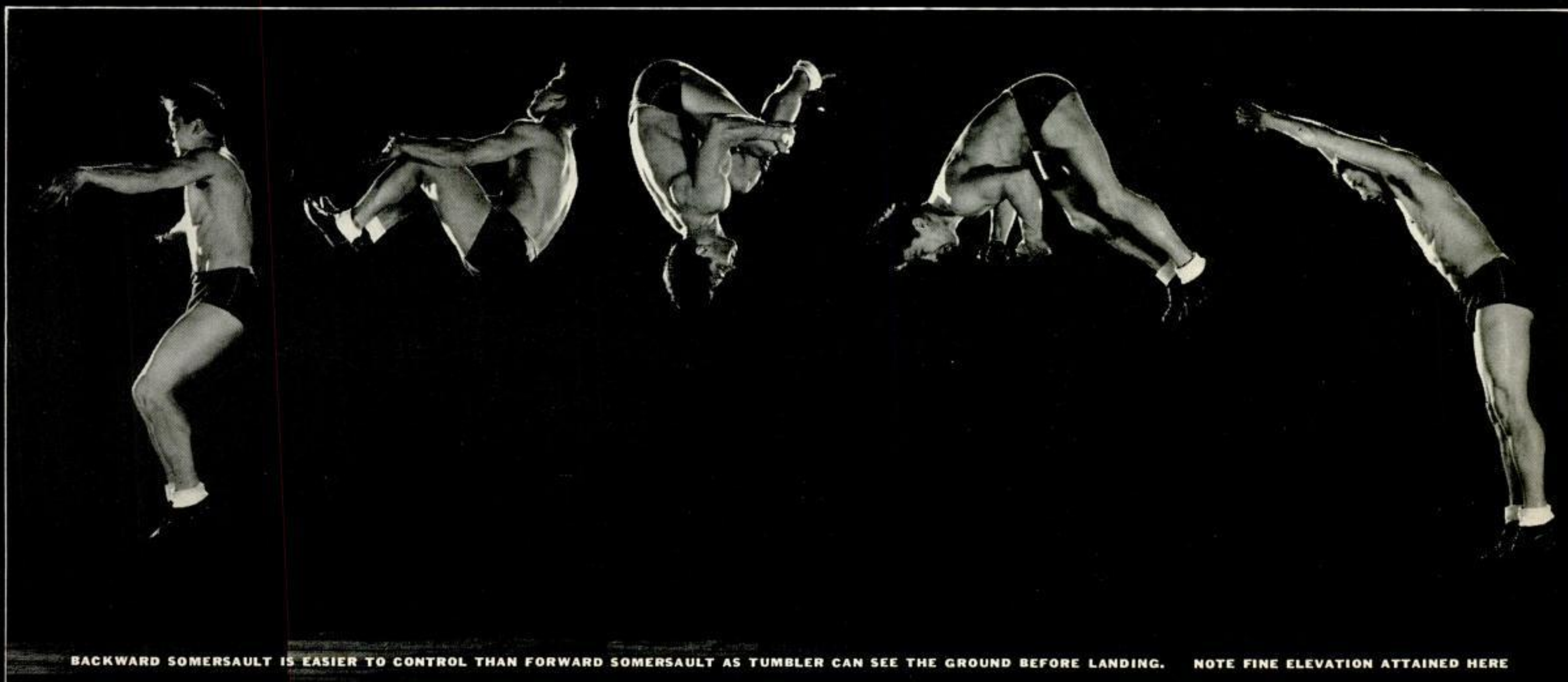
"FLIP" WOLFE: ACE TUMBLER

WOLFE'S REMARKABLE SENSE OF EQUILIBRIUM ENABLES HIM TO HOLD A HEADSTAND WITHOUT USING HIS HANDS

The inverted and rotating young man shown here is no circus acrobat. He is a salesman for the Central Ohio Paper Co. in Cleveland. At 17, Merrill Rowland ("Flip") Wolfe won both the National A.A.U. and Olympic tumbling championships. Now 26, he no longer tumbles competitively. But by practicing biweekly at his local YMCA, Flip Wolfe has managed to retain the amazing speed and elevation which enabled him to outpoint all competitors a few years ago. He has managed too to retain his greatest tumbling accomplishment: a back somersault with double twist, a feat which he devised and which today few gymnasts, amateur or professional, can duplicate. During the brief period of its execution, he expends as much energy as a sprinter in a 100-yd. dash.

Born in Dallas, Texas, Wolfe started life an anemic little boy. To build him up, his father entered him in a gym class at the Dallas Athletic Club. Five years later there were no titles left for him to win. Many experts consider him the finest tumbler this country ever produced. Heavy muscles on a slender bony structure give him a perfect tumbler's equipment. You see him here caught by Gjon Mili's stroboscopic lights, executing a forward somersault (*above*), a back somersault (*below*). For pictures of his incredible somersault with double twist, turn the page.

CONTINUED ON NEXT PAGE



BACKWARD SOMERSAULT IS EASIER TO CONTROL THAN FORWARD SOMERSAULT AS TUMBLER CAN SEE THE GROUND BEFORE LANDING. NOTE FINE ELEVATION ATTAINED HERE

WORLD'S "FIRST" 5-TOBACCO PIPE BLEND-

YOUR PIPE'S
OFTEN FLAT
WITH ONLY
ONE OR TWO
OF US



BUT THE **FIVE** OF US IN
REVELATION MAKE IT A
REAL "FIRST" FOR RICH FLAVOR



Far more richly varied than
six other leading Brands!

LOTS OF EXTRA *flavor, coolness, bite-free mildness* in REVELATION. Analysis *proves* its balanced, five-tobacco blend is *far richer in fine tobaccos* than six other leading brands. No straight or near-straight pipe tobacco *can even come close to* REVELATION for downright pipe enjoyment. Because here's what Revelation gives you:—

BURLEY
clean, cool,
even-burning!

+
CAROLINA
sunny mildness
and sparkle!

+
VIRGINIA
flavory,
natural body!

+
PERIQUE
champagne
of tobaccos!

+
LATAKIA
for spicily
rich aroma!

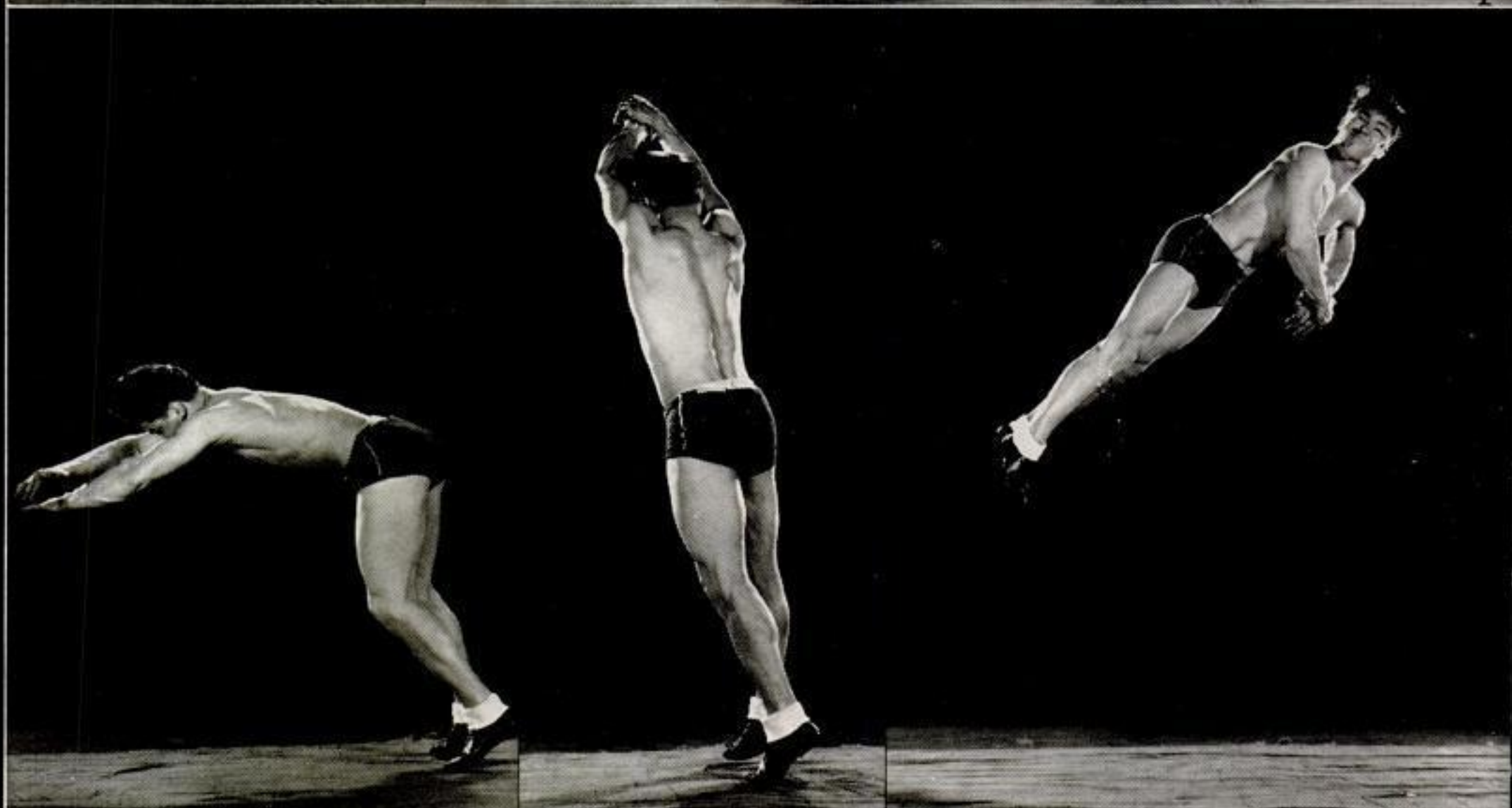
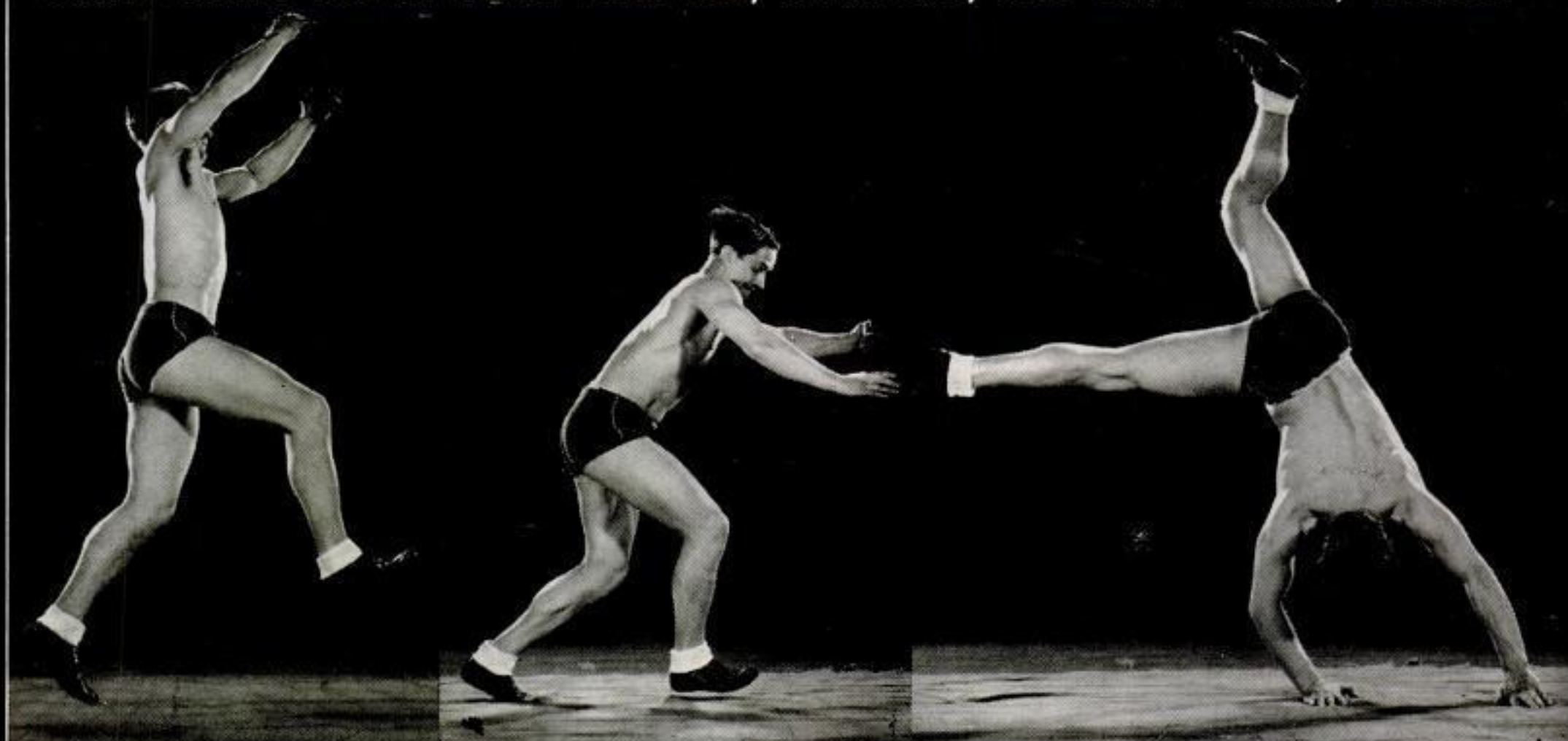


Today — TRY
REVELATION
PIPE MIXTURE **15¢** POCKET TIN
The Peak of PIPE SMOKING Pleasure

A Product of PHILIP MORRIS

"Flip" Wolfe (continued)

WOLFE STARTS DOUBLE TWIST WITH RUN, ROUND-OFF, FLIP-FLOP. THEN, LEAVING

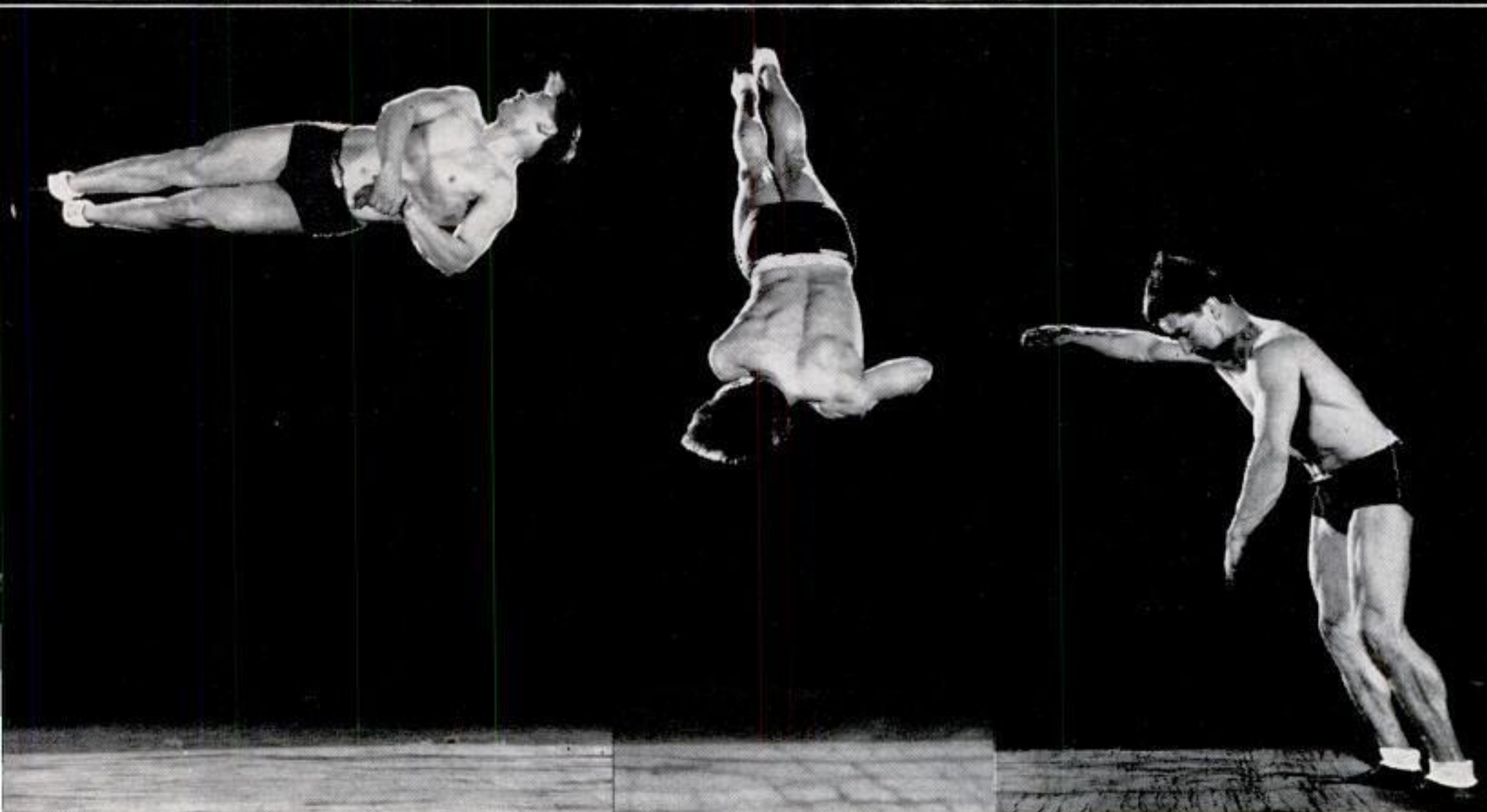
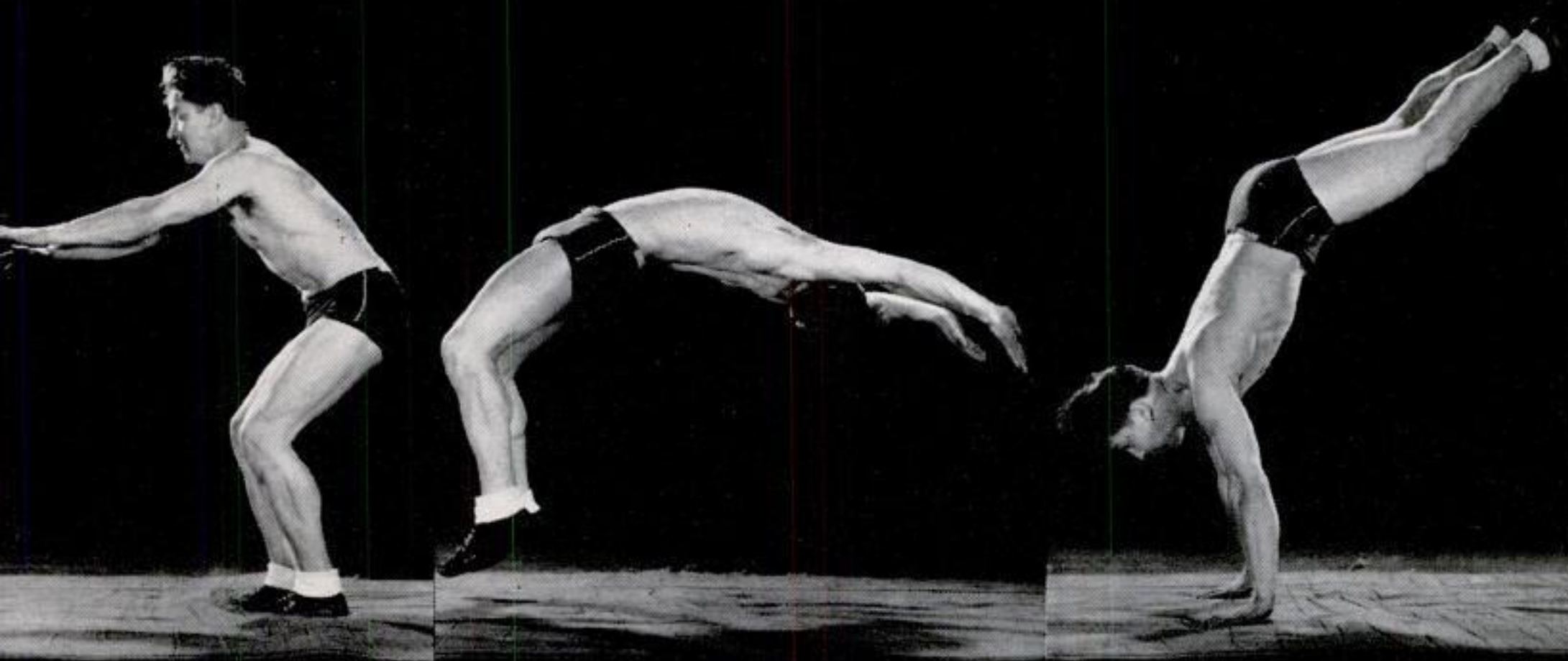


TWO FRONT HANDSPRINGS IN SEQUENCE

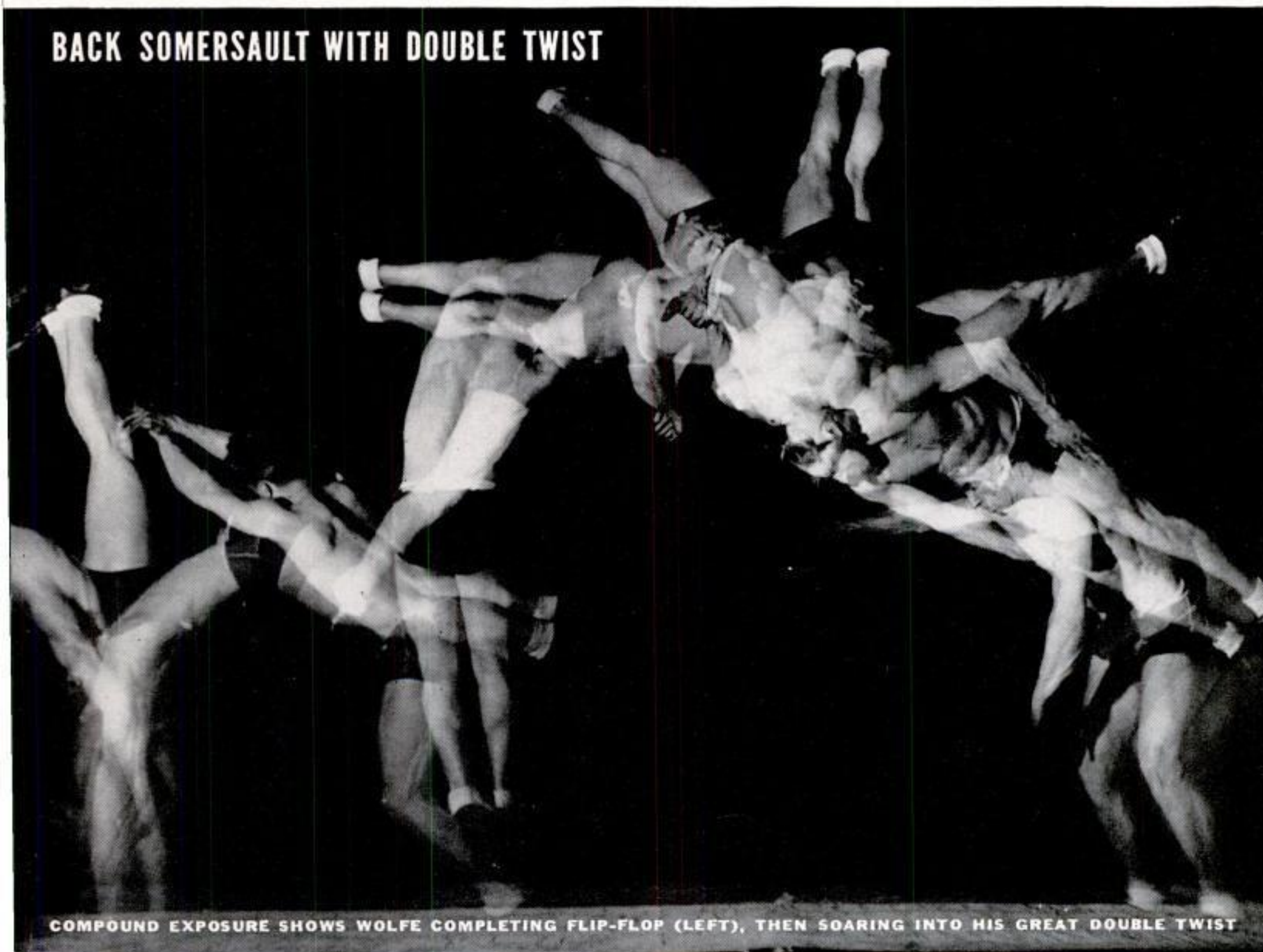


STROBOSCOPIC REPEATER LIGHT CATCHES WOLFE IN ACTION AS HE EXECUTES A SERIES OF FRONT HANDSPRINGS

GROUND, HE LAYS OUT, TWISTS TWICE LATERALLY IN MID-AIR AND SNAPS DOWN FEET



BACK SOMERSAULT WITH DOUBLE TWIST



COMPOUND EXPOSURE SHOWS WOLFE COMPLETING FLIP-FLOP (LEFT), THEN SOARING INTO HIS GREAT DOUBLE TWIST

USE A RONSON

WORLD'S GREATEST LIGHTER

"ALL-WAYS"



New, RONSON "PAL." Modern, streamlined combination lighter & cigarette case. Yellow gold-colored thru-and-thru alloy. \$5.00, a new low price.

Free book "Smoking Etiquette." Address RONSON, Dept. 75, Newark, N. J. See RONSONS for self and gifts at jewelers, dept. stores, gift, smoke shops. Built to jewelry standards. \$2.95 to \$30.

10,000,000 RONSON OWNERS

Tune in Friday Eves., Ronson Newscast, Paul Sullivan, C. B. S.

REMEMBER US?...

**VIRGINIA
CAMPBELL**
of Washington, D. C.

**JOSELYN
REYNOLDS**
of New York City



Now We'd Like to Tell You **WHAT WE TH**

For 5 months we've lived with De Soto...driven it under all conditions
...talked with hundreds of owners...honestly, it's a great car!



"WESTWARD HO," we said, and we went—to the Coast and back. Over mountains, hills, deserts—through 171 cities—not once did we shift or use the clutch!

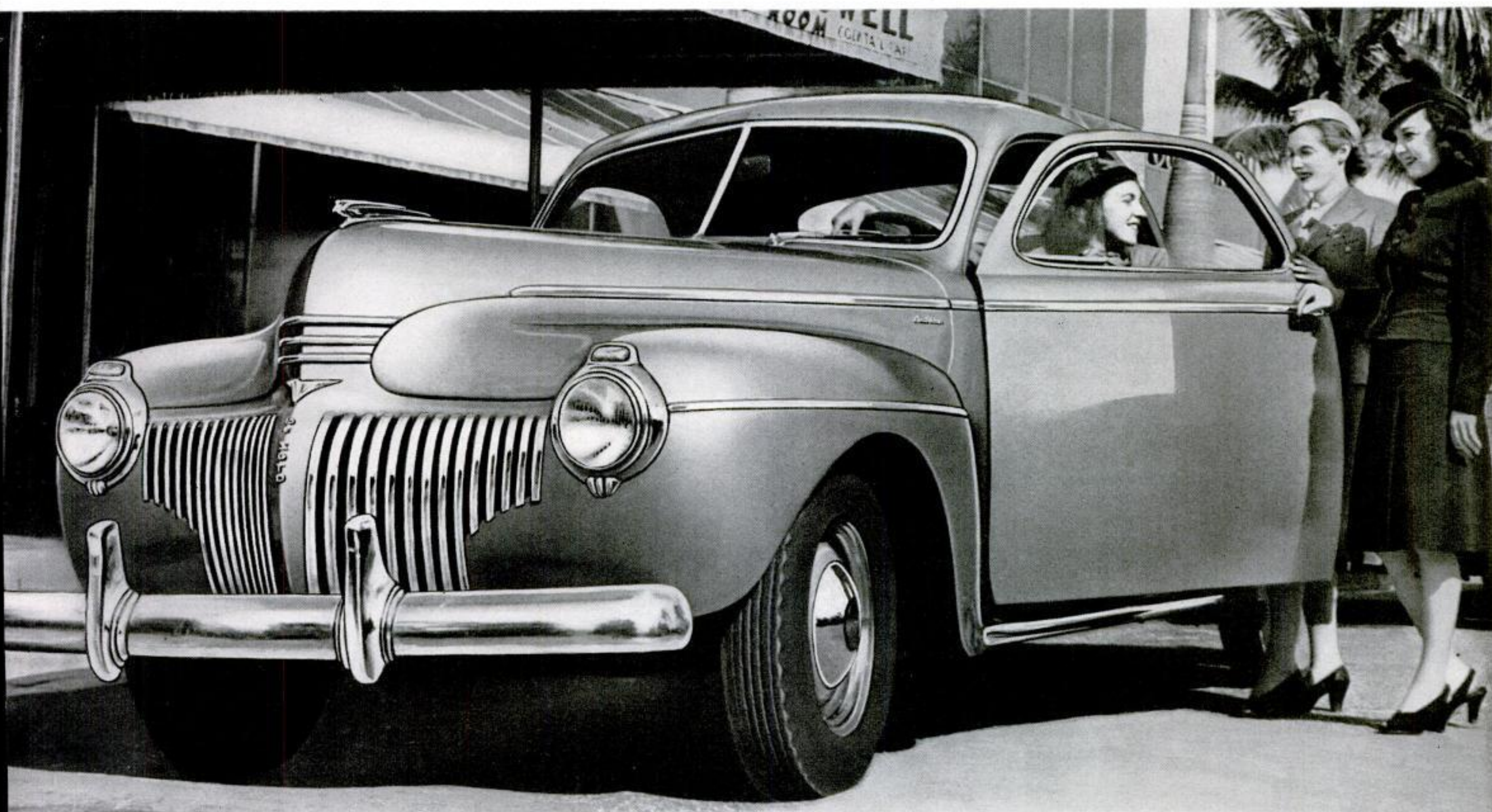


MAYOR MAURY MAVERICK'S hearty welcome at San Antonio, Texas, was typical of city officials everywhere. And every new De Soto owner we talked to was wild about the car.



THE SCORE: 13,611 miles! No shift! No use of clutch! On the same trip, a conventional car was shifted 8,013 times—clutch pushed 8,857 times!

We're the Girls who drove a New De Soto Coast-to-Coast Without Shifting or Using the Clutch. Since then, we've Covered the U.S.A....13,611 Miles, all No Shift—No Clutch!



THINK ABOUT DE SOTO!

"**M**AYBE YOU THINK this is strange talk from two girls," say Virginia Campbell and Joselyn Reynolds. "But after driving De Soto two months, we know it from bumper to bumper!"

"If you want to enjoy high-powered performance—and the most power from every drop of gas...if you want the peace of mind that comes from great safety features like those new Safety Rims to keep flat tires from rolling off the wheels..."

"If you want room—and the kind of comfort that lets you drive hour after hour (as we did), De Soto's your car...*we know!*"

"And if you want the most thrilling feature in a car today—Fluid Drive with Simplimatic Transmission—you get it in only one car—this 1941 De Soto. It costs a little extra, yes—but No-Shift Driving certainly is worth it."

"We can't urge you too much to call on one of the friendly De Soto dealers near you. See this car yourself (it's really a beauty)! Try our kind of driving—without shifting, without touching the clutch! It's a thrill you don't want to miss!"

TUNE IN MAJOR BOWES' HOUR, C. B. S., THURSDAYS, 9 TO 10 P. M., E. S. T.

DE SOTO
PRICES
START AT **\$898**

For the De Luxe Coupe, delivered at Detroit. Transportation, state and local taxes, if any, extra. De Soto Division of Chrysler Corporation, Detroit, Mich. Prices Subject to Change without Notice.

**FLUID DRIVE
& Simplimatic Transmission**
AVAILABLE AT MODERATE EXTRA COST

NIGHT CLUB



LUCILLE BREMER



Rosemary Sankey, a champion swimmer, broke her back trying out for 1936 Olympics. In curing it, she took up dancing. Rosemary, 20, is now in *Louisiana Purchase*.

SAMBA SIRENS AT THE COPACABANA ARE SIX OF BROADWAY'S LOVELIEST

With her gold-red hair and blue eyes, there is nothing very Latin about Lucille Bremer on the opposite page. Yet she appears now at the Copacabana, newest and most opulent of New York's Latin supper clubs, named after Brazil's swank seaside resort. And her specialty is a Brazilian dance called the samba. Lucille sambas with five more Broadway dancers, chosen by Club Owner Monte Proser because they look as lovely swirling by your table as they do behind footlights. You see close-ups of them here and on the next page. These six Samba Sirens are socially significant because they prove that Americans, though loyal to native beauty in the flesh, are being Latinized on the higher plane of the spirit.

As individuals Lucille and her co-Sirens are reassuringly true to type. Five of them live with their mothers. The sixth lives at a women's hotel. They all have ambitions to be actresses or movie stars, and they knit. In every group of show girls, there is one intellectual. In the Samba Sirens she is Lucille. Her favorite author is George Moore. She likes best his *Heloise and Abelard*, a love story.

Marguerite James, 20, is a Greek whose real name is Xenakis. She was the model for McClelland Barclay's new painting of Greek Courage. She is in *Panama Hattie*.



CONTINUED ON NEXT PAGE

How's your "Pep Appeal"?

—by Davis



The Lawyer: Gentlemen of the Jury, there comes a time in every man's life when...



The Lawyer: How was I, sweetie?

His Daughter: Very logical, Dad. But where's that old fire—you know, that old zip, zest and zowie? You need more *pep appeal*! I'll bet you're not getting all your vitamins.



Daughter: There, my learned Mr. Counsel for the Defense, is your first lesson in getting your vitamins. A dee-licious cereal called KELLOGG'S PEP that's extra-rich in the two vitamins that are least abundant, and thus more needed, in ordinary diets.

The Lawyer: Hold on a minute! With all that vitamin talk, why didn't you tell me it tastes good too? Why this is the most delicious cereal I ever tasted!



The Lawyer: Gentlemen of the Jury, now that counsel for the defense has discovered vitamins and KELLOGG'S PEP, before long things are going to be different around here.

Daughter: Well, where there's pep there's hope!

Vitamins for pep! *Kellogg's* Pep for vitamins!

Pep contains per serving: 4/5 to 1/5 the minimum daily need of vitamin B₁, according to age; 1/2 the daily need of vitamin D. For sources of other vitamins, see the *Pep* package.

MADE BY KELLOGG'S IN BATTLE CREEK

COPYRIGHT, 1941, BY KELLOGG COMPANY

MARY: Our new Zero King jackets are certainly stealing the men's stuff.

JANE: Yes, indeed. We know a good thing when we see it, too.



LADY DOUBLE-LIFE (detail below) Eggshell, putty, sea green, aspin blue, fireman red. Sizes 14 to 20. \$10

LADY GOLFER (see detail below) Eggshell, putty, sea green, aspin blue. Sizes 12 to 22. \$8.50

ZERO KING

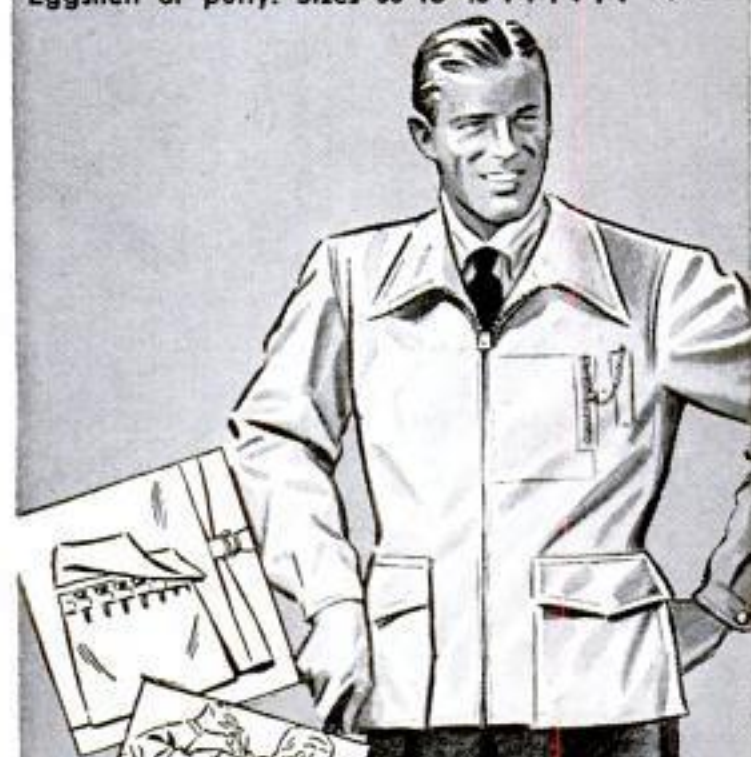
Perfect action coats in men's and women's styles. Exclusive Kodiak Kloth*, Zelan processed... water runs off... spots sponge off... resists perspiration - not affected by dry cleaning.

*A Whitman fabric



ZERO KING DOUBLE-LIFE

Sensational new all-purpose jacket. Wear surcoat length or turn under at elastic-banded waist and snap inside to make hip length jacket of double warmth. Zipper pockets. Snug cuffs. Talon front. Easy action back. Eggshell or putty. Sizes 36 to 46. \$10



ZERO KING

Golfer

Professional action back. Concealed tee band under pocket flap. Zippered score card (and cigarette) pocket, chained pencil in slot. Most successful golf and general sport coat ever made. Eggshell, putty or sea green. Sizes 36 to 44. \$8.50

At smart stores everywhere or write B. W. HARRIS MFG. CO., St. Paul, Minnesota

Please send me:

(Specify name of item, men's or women's styles, colors, sizes)
Name _____
Address _____
City & State _____

Samba Sirens

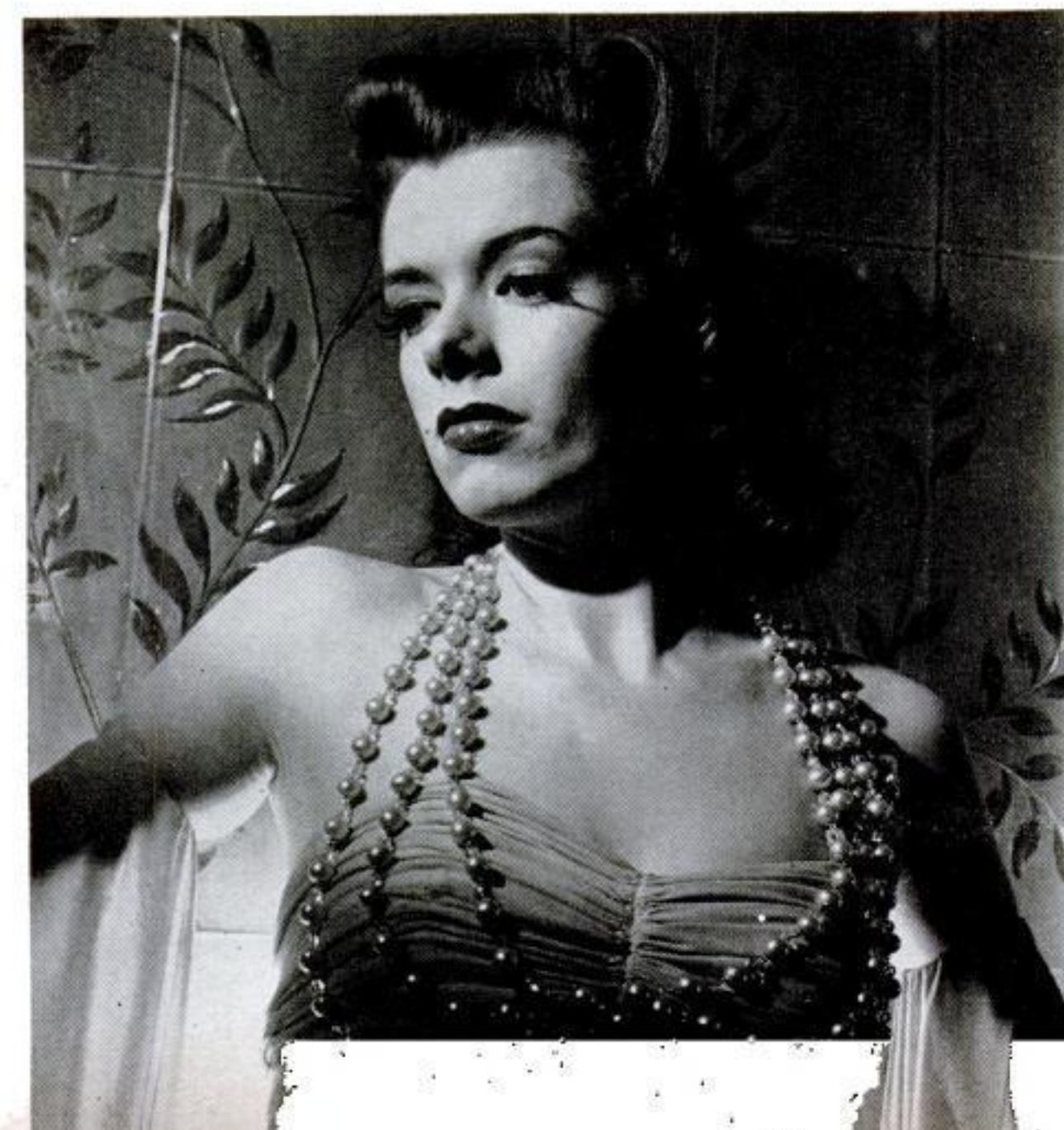
(continued)



Jane Ball, 20, from Kingston, N. Y., is regarded as the "most homey" of the Samba Sirens. After dancing nightly in *Panama Hattie*, Jane and other Sirens commute by subway from theater to the Copacabana. Their weekly salary totals about \$80 apiece.



Jackie Gately was an expert hog-caller in her native Arkansas before she was discovered by Billy Rose. She appeared this winter in *Hold on to Your Hats*. Below: Grace Gilren, 21, is in *Louisiana Purchase*. Her father is a bar cashier at 21 Club.



GET YOUR NEW EASTER HAT TODAY!—YOU LOOK OUT-OF-DATE IN THAT OLD THING!



SHE WAS RIGHT! THIS PORTIS DOES HAVE A FRESHER, BETTER STYLED LOOK!



THAT'S THE BEST LOOKING HAT YOU'VE EVER HAD!

FROM NOW ON IT'S PORTIS FOR ME!



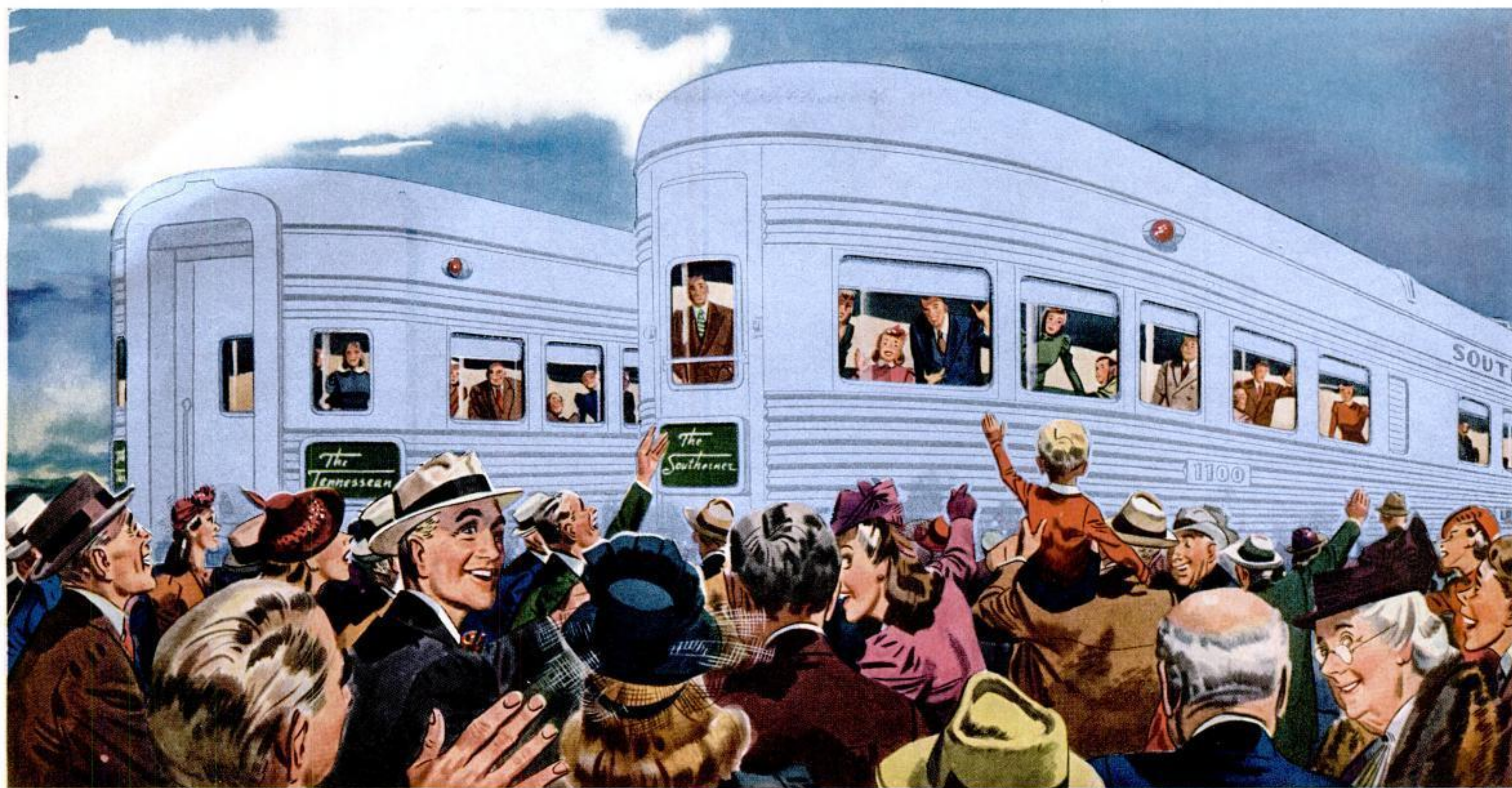
"Niagara"—Broad brim, low crown (already creased for you)... 2-tone band—in step with 2-tone cars, with sport clothes, with TODAY!... Fine, soft felt, hand-fashioned **\$395**



"America"—Broad, style-right brim reinforced by a sturdy, custom-looking edge... Attractive, hand-folded band... Lining shows American travel scenes in full color. It's YOUR hat! **\$395**

Most PORTIS Styles \$3.95-\$5.00-\$7.50

America's Favorites
COAST-TO-COAST
PORTIS
TYPICALLY AMERICAN
PORTIS BROS. HAT CO., CHICAGO



Southern Railway System Proudly Announces

THE SOUTHERNER *THE TENNESSEAN* BUILT BY PULLMAN-STANDARD

THE WORLD'S LARGEST BUILDERS OF RAILROAD AND TRANSIT EQUIPMENT



THE OBSERVATION-TAVERN CAR—beautifully appointed in every detail—provides hostess as well as porter service. Its full facilities are always available to everyone traveling on these new single-fare streamliners.

*"The Southerner" begins operating between New York and New Orleans—via Atlanta and Birmingham—on or about March 15. "The Tennessean" will be placed in service between Washington and Memphis on or about April 15.

Mark how rapid has been the increase in points between which streamlined rail service is available. For example, their number is being swelled by the Southern Railway's purchase of these new trains to operate between New York and New Orleans and Memphis and Washington.*

No stronger—safer trains have ever been built

Mark, too, how frequently Pullman-Standard is the builder. The reason is the soundest in the world—*safety!* For, as the creator of streamlining in America, Pullman-Standard co-operated with the railroads and the government in establishing the standards of strength and safety to which all modern passenger cars should be built, regardless of the materials employed.

Railroad men know that—and recognizing that there are no stronger, safer trains than those constructed by Pullman-Standard, have

PULLMAN-STANDARD CAR MANUFACTURING COMPANY—CHICAGO



THE COACHES are ultra-modern, streamlined, air-conditioned, and equipped with sofa-soft seats, adjustable for relaxation; glare-free illumination, extra wide full-vision windows, up-to-date washrooms.

turned to this company for 70%† of the new equipment which has been purchased.

You have made Pullman-Standard Streamliners Gross the Highest Revenues

If a second reason is needed, you have supplied that, too. For the preference you show for the smoother, easier riding streamliners this company builds is unmistakable. By filling them to capacity as fast as they have gone into service, you have made them top all other fleets of trains in earnings and in popularity!

†When this advertisement was written

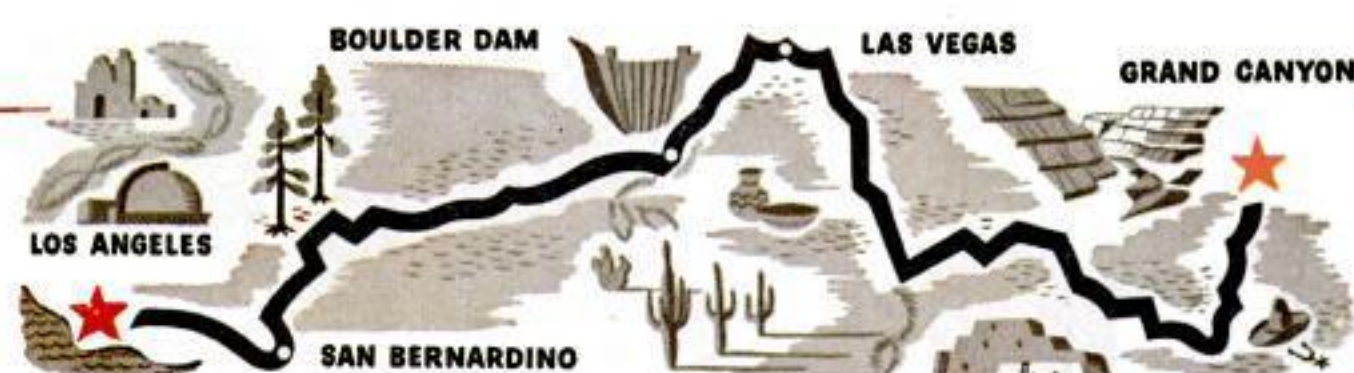
Copyright 1941, by Pullman-Standard Car Manufacturing Company

"Tops" IN STREAMLINERS **Pullman-Standard**
 ARE BUILT BY

Nash Prove



A New Record! From Los Angeles to the Grand Canyon...over 599 gruelling miles of desert, mountain passes...Nash averaged 25.81 miles a gallon at 42.6 miles an hour!



And \$745* Buys This Big Slipstream Sedan!

HERE IT IS—America's *more economical* full-size car—the Nash Ambassador "600"! Proved in 1941's official economy race, with a winning 25.8 miles a gallon average, in 599 miles of high-speed travel!

Never before in Gilmore competition had a car so big gone so far, *so fast* on such a small amount of gasoline.

Official A.A.A. observers eyed the size of this Nash—almost 17 feet in length, the front seat nearly five feet wide—and marveled.

Experts talked about the most amazing "roadability" they had ever witnessed... of hair-curling high speed turns... of almost unbelievable riding smoothness.

Nash was sure to win! For no other low-price car has its modern construction—body-and-frame welded into a stronger but lighter unit, on aircraft principles.

No other car can match its roadability, for Nash alone has Two-way Roller Steering... less unsprung weight than any other full-size car in America... absolutely the easiest steering and parking you ever experienced!

No other low-price car can equal Nash's riding smoothness... for it alone has soft coil springing on all four wheels.

Nor has any other car Nash's modern, Manifold-sealed Engine with high economy at all speeds, under all weather conditions.

Yes, and today thousands of owners agree there is simply no comparison with Nash!

No other low-price car has a Convertible Bed, or the Weather Eye Conditioned Air System... for perfect, filtered fresh air comfort, without dust, bugs or cold.

See This New Nash Slipstream Sedan

Imagine owning this big Nash sedan shown at right—for only \$745!*

Big as it is, imagine going from 500 to 600 miles on *one* filling of the gas tank... averaging 25 to 30 miles on a gallon, with good driving.

Come on—*drive* it! Compare it with other low-price cars. You, too, will switch to Nash!



Yes—a double bed made ready in 60 seconds; ideal for touring, sporting trips, saves lodging expense. Sedan shown is the big Nash Ambassador "6", with "Aeropower"... a 105 H.P. Twin-Ignition, Valve-in-Head Engine. Here's the best buy you'll find in the cars priced just above the lowest!

Now NASH leads in the lowest-price field

MORE ECONOMY... 25 to 30 miles on a gallon of gasoline... savings of \$70 to \$100 a year on overall expense!

MORE ROOM... more total inches of seating width than any other car in the lowest-price field!

MORE COMFORT... new type soft coil springs on all four wheels! First on any car in the lowest-price field!

MORE SAFETY... body and frame are one solidly-welded, rattle-proof unit of amazing strength!

EASIER STEERING... Nash is the only car with new Two-way Roller Steering. Turns in a 33-foot circle.

FINER "EXTRA" FEATURES... The Weather Eye Conditioned Air System for winter driving... The Convertible Bed... Fourth Speed Forward... Automatic Overtake.

its Amazing Economy!

conomy Run—the Nash Ambassador “600”, Equipped with the
rward, Officially Delivered More Miles to the Gallon than any
car entered, regardless of Size, Price, Weight or Equipment.



Go NASH

AND SAVE MONEY EVERY MILE

It's a new kind of car, with three years testing behind it. This big Nash 6-passenger "Slipstream" Sedan is 195 inches long from bumper to bumper. Note the sweeping new Picture Windows that offer greater safety vision for the driver, and a better view for passengers.

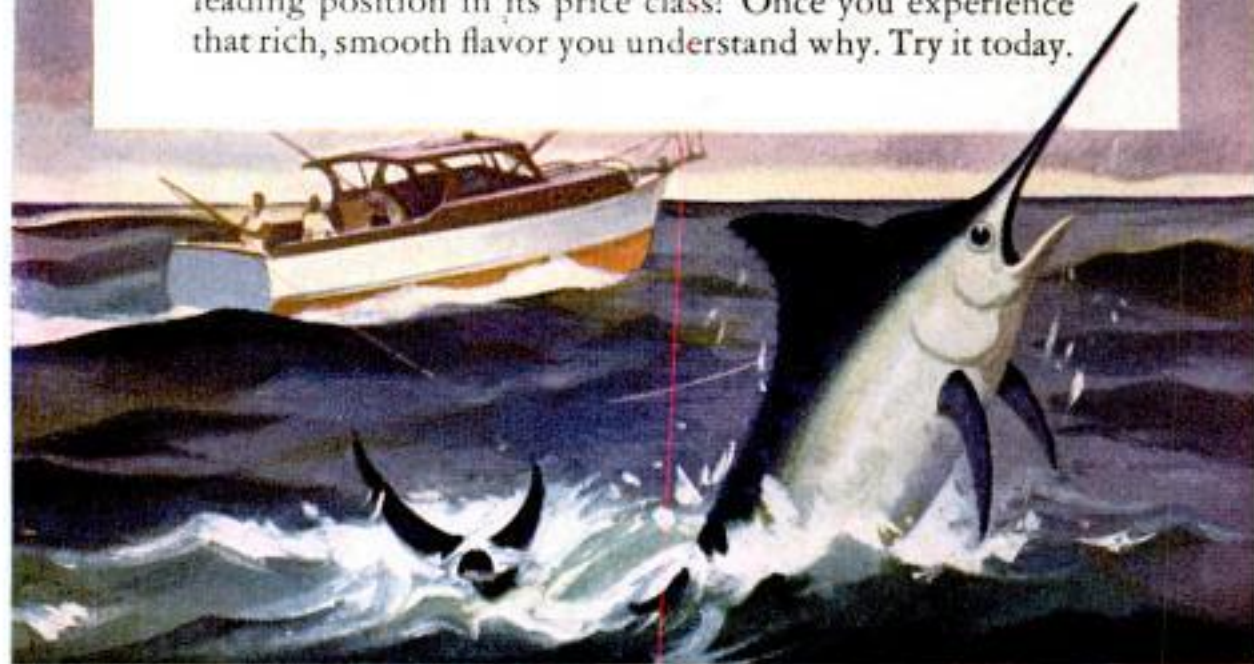
NEW NASH PRICES AS LOW AS

*Sedan, illustrated above, \$745 delivered at factory, including standard equipment and federal tax. The White Side Wall Tires, Two-tone Paint, Convertible Bed, Deluxe Bumper Guards, Weather Eye Conditioned Air System, Fourth Speed Forward are optional extras. See Nash's Ambassador "6" and "8" Series—each the outstanding value in its own price class!

Prices subject to change without notice.

\$710
Delivered at Factory

1933—THE YEAR OF REPEAL. After a 65-minute struggle, a weary but triumphant fisherman brought to gaff a 468-pound blue marlin...biggest ever caught off the Cuban coast with rod and line. And he had accomplished it alone and without harness!...And only 8 months after Repeal, Seagram's 7 Crown had attained a leading position in its price class! Once you experience that rich, smooth flavor you understand why. Try it today.



End Your **7** Tasting Years

with the best whiskey name since Repeal

Seagram's **7** Crown

THE WHISKEY YOU WILL COME TO...AND STAY WITH

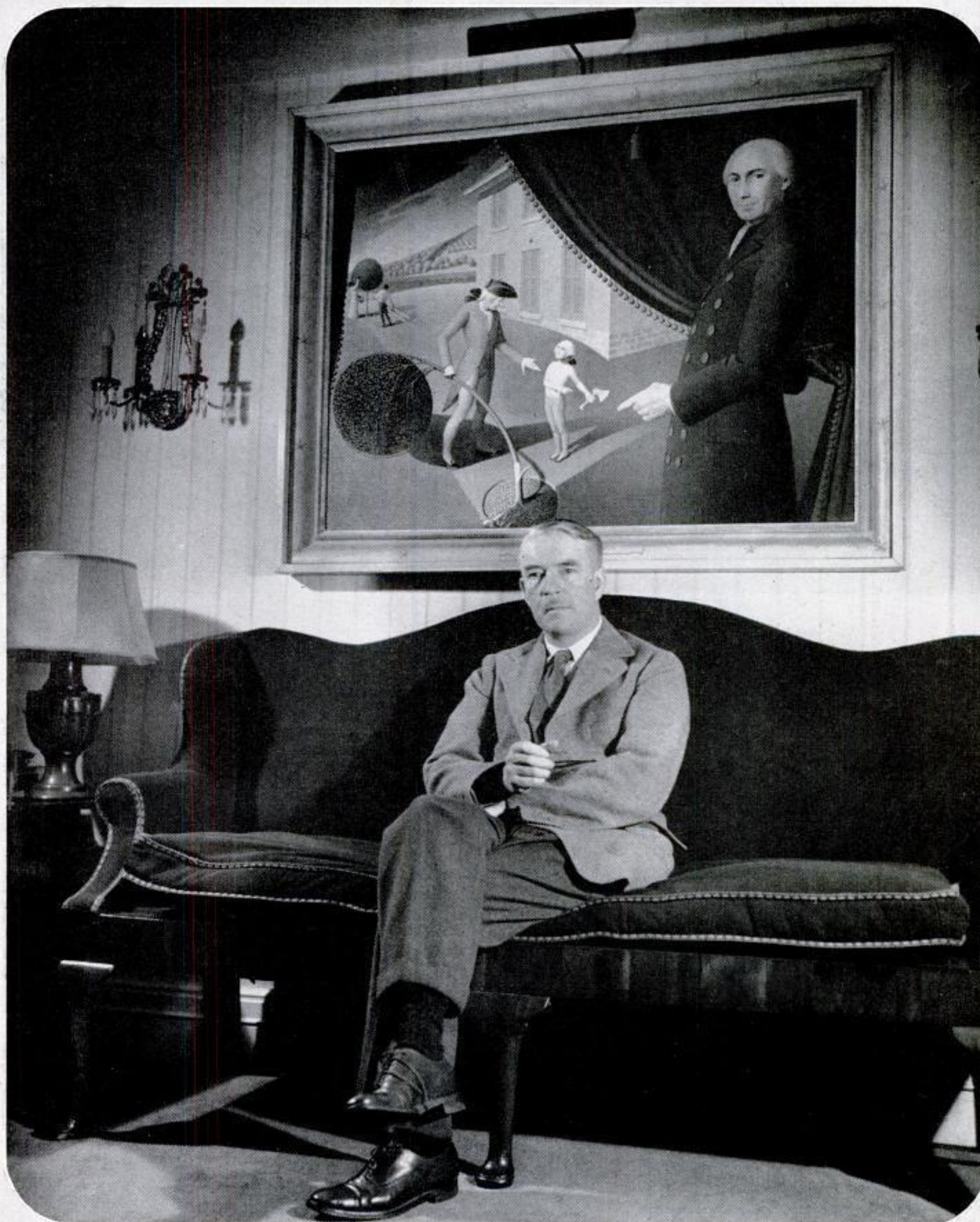
TODAY—7 YEARS AFTER REPEAL—you've had 7 years of tasting and learning... 7 years of sampling the many whiskey brands. You're whiskey-wise today... ready to meet the greatest of them all, 7 Crown—*Seagram's Finest American Whiskey!*

The taste delight that pours from a bottle of Seagram's 7 Crown will satisfy you now and for all time. Rich, but not sweet...superbly smooth...full-flavored, without a trace of heaviness. Hm-m—this is *it!*—the *one* whiskey you've been searching for these 7 years.

Yes, this is Seagram's 7 Crown, for which only the choicest and rarest whiskeys are blended with velvety-smooth, costly neutral spirits. This is indeed *the whiskey you will come to—and stay with!*

This year, make **7** YOUR lucky number...Say Seagram's **7** Crown...for **LUCK!**

SEAGRAM'S 7 CROWN BLENDED WHISKEY. THE STRAIGHT WHISKIES IN THIS PRODUCT ARE 5 YEARS OR MORE OLD. 35% STRAIGHT WHISKIES, 65% GRAIN NEUTRAL SPIRITS. 23% STRAIGHT WHISKIES 5 YEARS OLD, 12% STRAIGHT WHISKIES 6 YEARS OLD. 86.8 PROOF. © 1941. SEAGRAM-DISTILLERS CORP., N. Y.



JOHN P. MARQUAND IN HIS NEW YORK HOME UNDER GRANT WOOD'S "PARSON WEEMS' FABLE"

MARQUAND'S BOSTON

A TRIP WITH AMERICA'S FOREMOST SATIRIST

John Marquand's family has been living near Boston for 200 years. Since childhood he has been surrounded by portraits of colonial ancestors, by family heirlooms, by talk of bygone days when Boston merchants ruled the land and Boston clippers roamed the seas. So it was natural that, like his forebears, he should one day go to Harvard, join the best Boston clubs and sit among the trustees of the oldest Boston library.

After Harvard, John Marquand worked on newspapers, fought in France, wrote advertising copy. Then he tried his hand at fiction and, almost from the start, he clicked. In 15 years he produced over 150 short stories for magazines known in the trade as "slickies." Three novels about a Japanese sleuth named Mr. Moto were made into movies.

Four years ago, when he was 43, John Marquand wrote a different kind of book. In *The Late George Apley* he turned back to old Boston with such delicate irony, such keen perception and grasp of social forces that he won the Pulitzer Prize for the best novel of the year. In *Wickford*

Point (1939) he again hit the bell with a witty portrait of an old Massachusetts family crumbling into ruin along with its moldy traditions. Now, in *H. M. Pulham, Esquire* (Little, Brown & Co., \$2.50), Book-of-the-Month Club selection for March, John Marquand emerges clearly as the foremost satirist of the nation, a social historian of real stature.

Since America has had few good satirists, John Marquand's flavor is fresh and hard to define. His novels read smoothly, fluently, like the "slickie" stories he has so long written. But underneath is an eye of astonishing clarity, a tough and lucid Yankee mind, a heart with genuine if wry affection for his native land.

On the following pages LIFE takes a trip with John Marquand to the old Boston he writes about. To the editor and photographer who accompanied him he was a rare companion: as witty in speech as in his books, with an inexhaustible store of tales about the city that was once the "Athens of America." For his own comments, see pages 68-70.



The heart of old Boston is the Common. Here, near Park Street Church (1809), John Marquand feeds pigeons with peanuts supplied by two Boston girls. Across the Common, in past days, gentlemen from Beacon Street used to walk to their banking houses on State Street.



The last aristocratic stronghold of old Boston is Louisburg Square. The square, with its curved housefronts named after Charles Bulfinch, the Republic's first professional architect, is privately owned. At one time it housed William Dean Howells and Louisa May Alcott.



The black walnut period of Victorian Boston (1859) is perfectly preserved in the home of Charles Hammond Gibson (at desk), 137 Beacon Street. This house, by early Boston standards, would be more elegant if it were on the "water side" of the thoroughfare, backing up

against the river. Here is shown the upstairs drawing room. All the furniture is well over 50 years old. Mr. Gibson wants to convert the place into a museum reflecting the era when great prosperity gave Beacon Street homes a massive ugliness then considered good taste.

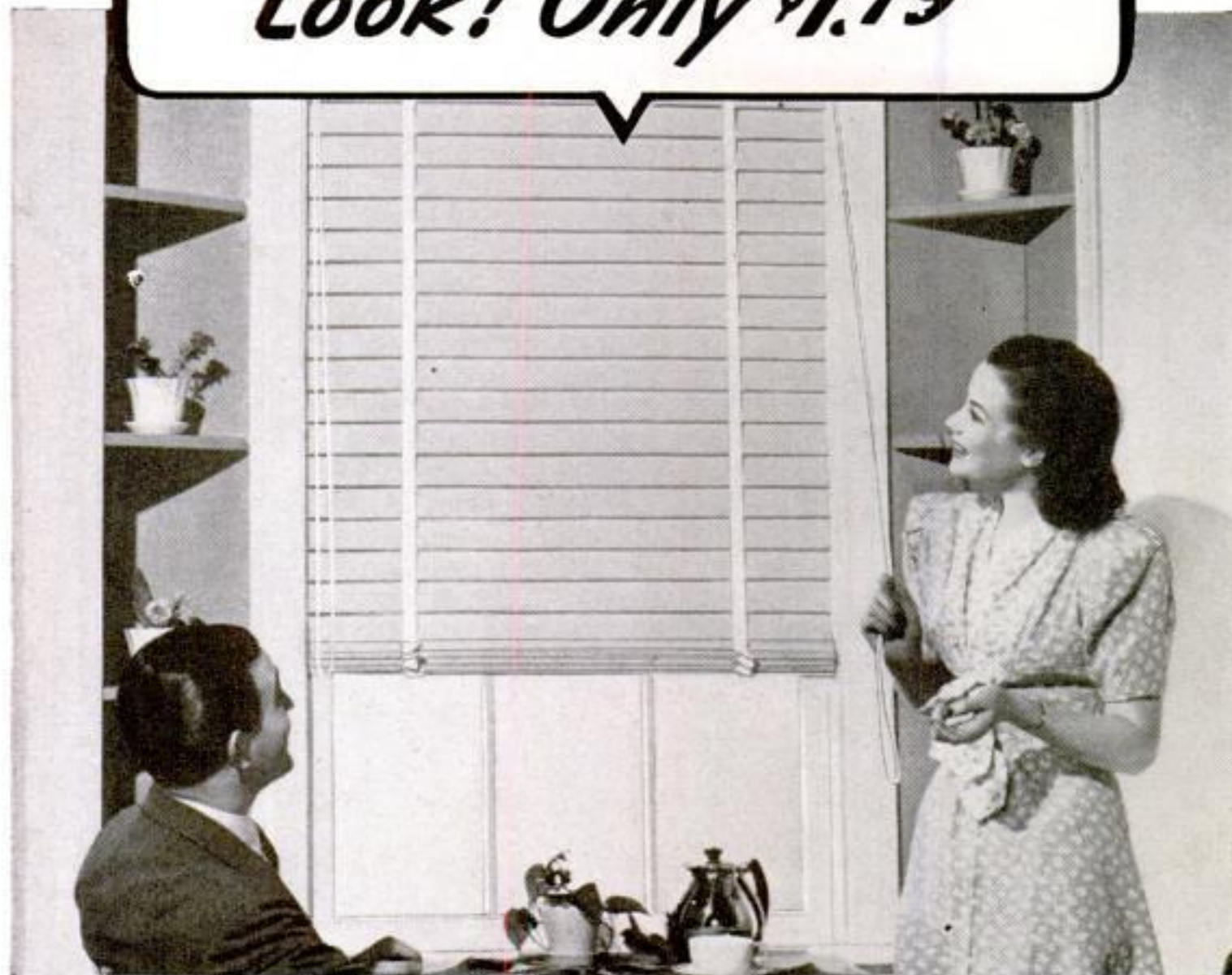


The Boston Athenaeum holds the last traditions of the golden age when Boston was the Athens of America (1815-65). A private institution, founded in 1807 and owned by shareholders including most of Boston's great names, it considers itself "a gentleman's library."

For questionable books it has a locked room, accessible only by permit. Mr. Marquand, a former trustee, here reads in the vaulted fifth floor reading room, opposite a marble bust of John Quincy Adams. Fresh flowers on tables are provided the year around by an endowment.

VENETIAN BLIND COST CUT IN HALF!

Look! Only \$1.79



AMERICAN INDUSTRY'S LATEST MIRACLE!

"It took CLOPAY to do it!"—say thousands! For now, after collapsing window-shade costs, CLOPAY has created Venetian blinds that look like \$4 or \$5—and sell at \$1.79* for the average window!

Made of 3-ply chestnut fibre; finished with baked-on enamel paint you can wash; curved to resist warping; with a new better top that makes a Venetian easy to install as a window shade!

Complete with sturdy duck tapes; easy-action tilt—lock at any height with a pull of the cord!

See new CLOPAY Venetian blinds at leading department stores; at McCrory, G. C. Murphy, Newberry and other 5c—\$1.00 stores, at Sherwin-Williams paint stores and in neighborhood stores everywhere. **FREE!** Write for actual slat sample and name of nearest store.

*PRICES: 18" to 22" widths, \$1.59; 23" to 29" widths, \$1.79; 30" to 36" widths, \$1.98. West of Denver about 25c higher.

DEALERS!—Write to learn how you can offer your customers these astounding Venetian Blind values.

BAKED ON
ENAMEL PAINT

3 PLY
CHESTNUT
FIBRE
BASE

CURVED FOR STRENGTH

...AND HERE ARE AMERICA'S No. 1 WINDOW-SHADE BUYS!



LOOKS LIKE LINEN—15c!

Millions call 15c CLOPAY Lintones America's greatest window-shade value! Side by side with a \$1.50 "linen" shade, woman after woman couldn't tell the difference. Amazingly serviceable! Ready to attach to rollers—15c; on rollers, 25c.

CLOPAY Window Shades are featured by all leading 5c-and-10c stores; also at thousands of department, hardware, variety and neighborhood stores.



OIL-FINISH WASHABLES—25c!

Ask for CLOPAY Washable Window Shades and get the oil-finish shade you can really scrub, with soap and water! Rich linen-like finish; all most popular colors. Amazing value! Only 25c, ready to attach to roller; mounted on roller, with brackets, 35c.

CLOPAY

All-American Values In
WINDOW SHADES and BLINDS

Write to CLOPAY, 1211 Clapay Square, Cincinnati, O., for FREE Venetian Blind Slat Sample, set of 49 window shade color samples, and name of your nearest store.



Park Street runs into Bulfinch's State House with its classical front and gold-leaf dome. Off left is the Common. At right are the exclusive Union Club and the present-day successors to Ticknor & Field, publishers of Emerson and Thoreau.



Pinckney Street, looking down Beacon Hill to the Charles River, presents a solid row of Bulfinch fronts. The street was named after Charles Cotesworth Pinckney, who said: "Millions for defense but not one cent for tribute."



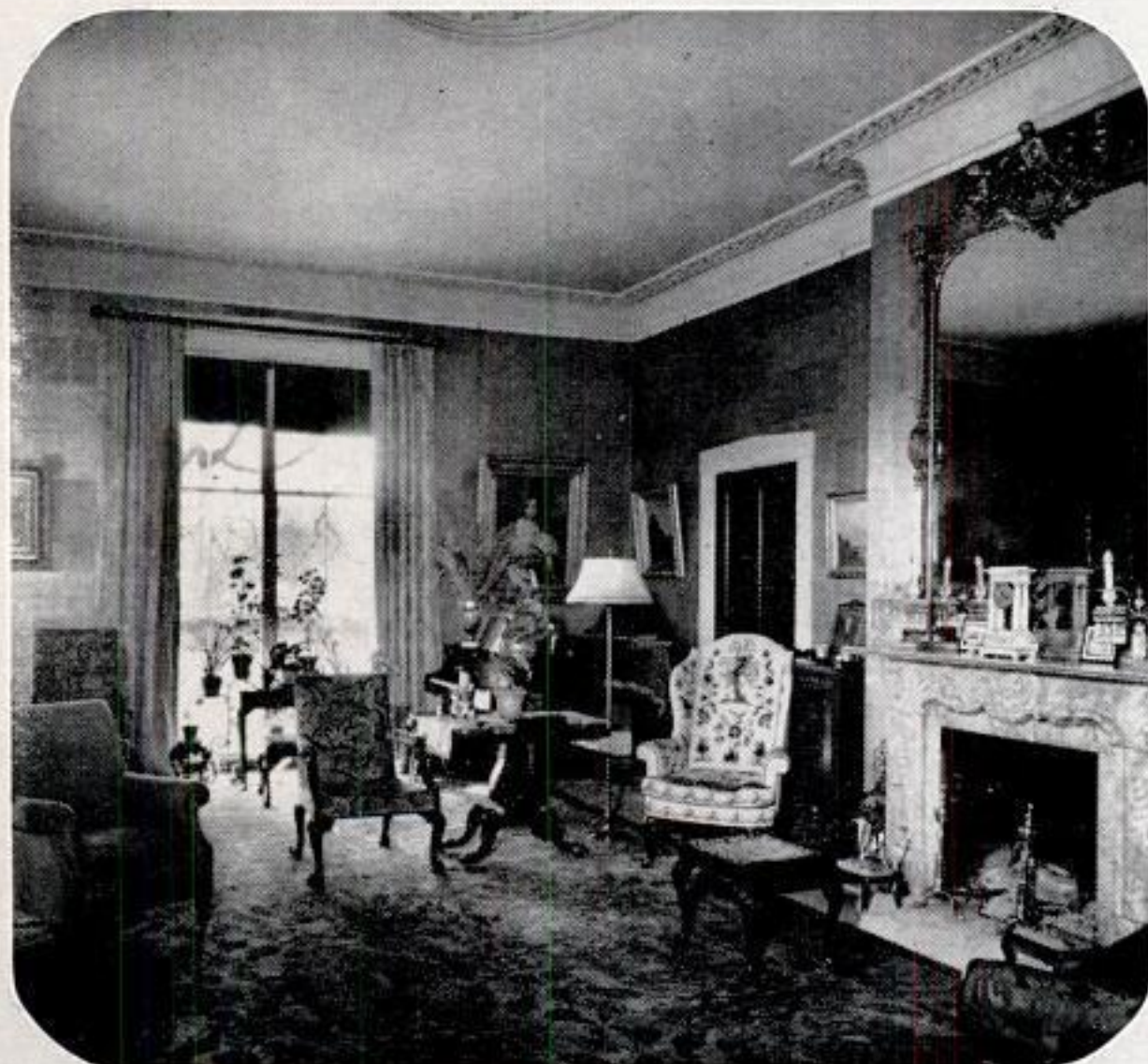
Mt. Vernon Street houseowners, on Beacon Hill, sometimes retain rights-of-way for leading cows to pasture on the Common. Here Mr. Marquand stands opposite house (with door on side) once inhabited by his grandfather



This Brookline mansion of early American Gothic style was built some three miles from Boston in China Clipper days (1845) when big shipping merchants commuted daily to their warehouses on the wharves with a "coach and four."



Entrance hallway to the old Brookline mansion has been beautifully preserved, with family heirlooms and old maritime paintings. This is the kind of home that is described in *The Late George Apley* as "Hillcrest" in Milton.



The downstairs parlor of the Brookline mansion opens off the hallway. With its gold wallpaper and marble fireplace, it is a perfect example of Boston's Victorian era before the style became ponderous as in Beacon Street house.

CONTINUED ON NEXT PAGE

HE'S GOING PLACES... *are you?*



Get your aviation training now as a U. S. Army Flying Cadet

He'll take off in a minute, circling high above the "West Point of the Air," then straightening out in a bee-line for the objective marked on his flight chart.

He knows where he's going. Ahead of him is the whole broad field of aviation — a future packed with opportunity.

Today the U. S. Army's program of pilot training offers you the world's finest preparation for a civilian or military career in the air, and pays you as you learn.

As a Flying Cadet you will receive \$75 a month, plus uniforms, equipment, medical and dental attention, board and lodging. Upon graduation you will be commissioned a Second Lieutenant in the U. S. Army Air Reserve, and placed on active duty with the Regular Army Air Corps with pay ranging from \$205.50 to \$245.50 a month.

Here are the requirements: You must be not less than 20 and not more than 26 years of age, unmarried, sound physically. You must have completed two years of college, or pass a written examination covering equivalent work. Apply immediately.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★
★ **U. S. ARMY** ★
★ **RECRUITING SERVICE** ★
★ ★ ★ ★ ★ ★ ★ ★ ★ ★

• Enlistments are open for the Air Corps and also for all branches of the Regular Army.

Visit or write the nearest U. S. Army Recruiting Station or write to: "The Commanding General," of the Corps Area nearest you:

First Corps Area.....Boston, Mass.
Second Corps Area.....Governors Island, N. Y.
Third Corps Area.....Baltimore, Md.
Fourth Corps Area.....Atlanta, Ga.

Fifth Corps Area.....Fort Hayes, Columbus, Ohio
Sixth Corps Area.....Chicago, Ill.
Seventh Corps Area.....Omaha, Nebr.
Eighth Corps Area.....Fort Sam Houston, Texas
Ninth Corps Area, Presidio of San Francisco, Calif.

Or write to:
Enlisted Division C-3, A.G.O., Washington, D. C.



A Heap o' Sleepin' . . . that's the story back of Briggs Tobacco's *extra* smoothness and flavor! Snoozing away for years in great oaken casks, every leaf of Briggs' blue ribbon tobaccos soaks up extra mellowness, loses all bite. Aged months longer than many luxury-priced blends. For a grand pipe treat try Briggs . . . only 15¢ a tin.



BRIGGS PIPE MIXTURE CASK-MELLOWED
EXTRA LONG FOR
EXTRA FLAVOR



**A STEP TO
LUXURIOUS COMFORT**

YOU WALK ON AIR

— in this amazing new shoe. Air supports 100% of your body weight.

The last word in healthful, thrilling foot comfort. Hundreds of tiny "balloon tires" protect your feet against pavement-pounding, insulate against heat and cold . . . Now walk as you ride — on air. The patented springy Airfilm material, built in from heel to toe, is actually 61% air! . . . Try on a pair of these handsome distinctive shoes at your Crosby Square dealer's. Write for his name. *The House of Crosby Square, 2460 North Sixth Street, Milwaukee, Wisconsin.*

[\$6.85 to \$7.50. Also Crosby Square Authentic Fashions, \$5.50 to \$6.00 . . . some at \$5.00.]



(continued)

MY BOSTON

A NOTE ON THE CITY BY ITS BEST CRITIC

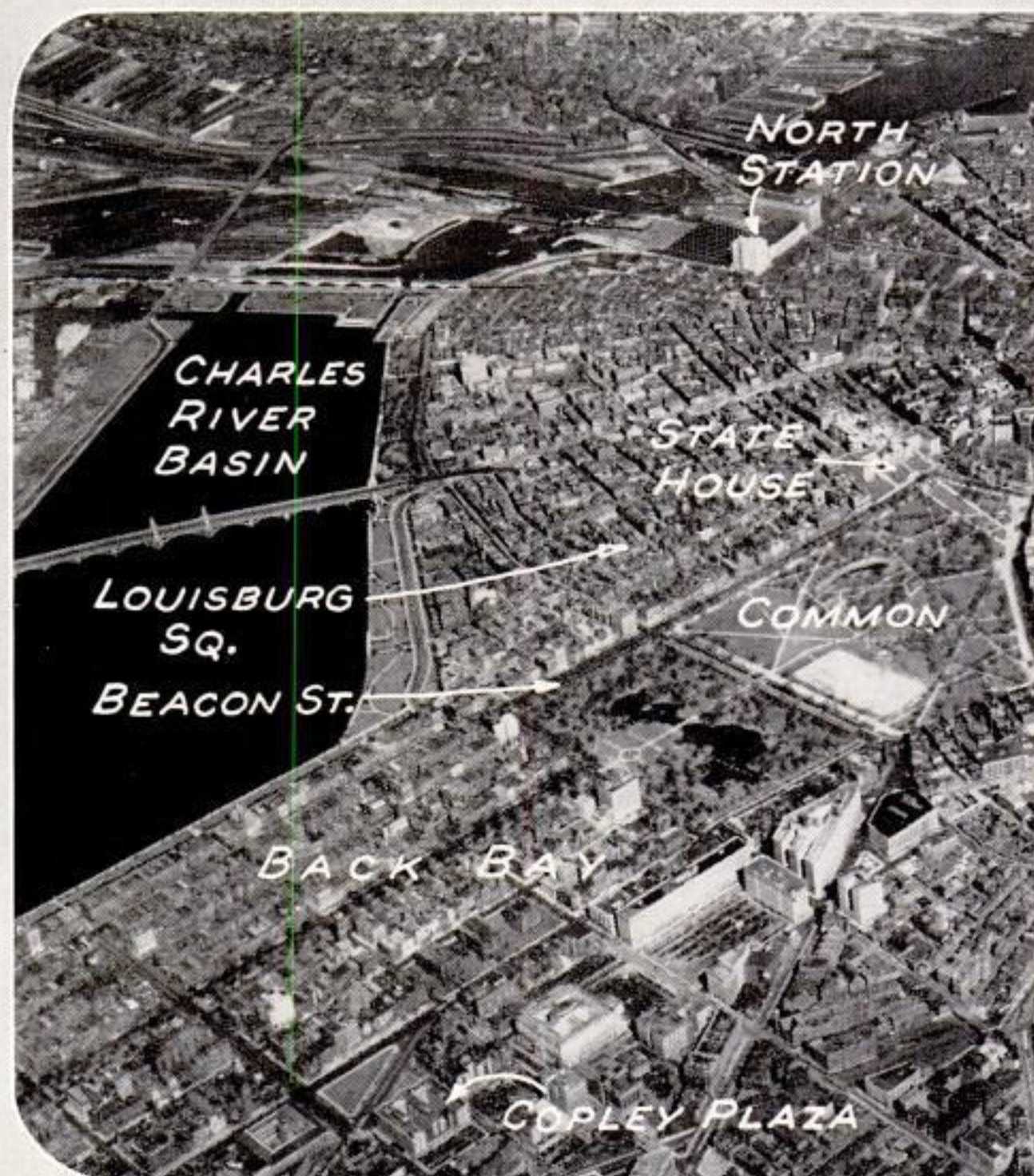
by J. P. Marquand



A favorite character in J. P. Marquand's books is the young man of Boston who tries to break away. Sometimes he succeeds, sometimes not. Mr. Marquand himself broke away and made his career in New York. Yet, as with his own characters, the break-away was not complete. He remains a Bostonian, loves the city deeply and spends a great deal of time there. This combination of detachment and close sympathy enables him to write the fond satire which distinguishes his books (left). The following note on Boston was written for LIFE.

Almost everyone knows a good deal about Boston, and that knowledge gives Boston a unique sort of stability, even in a period of social and economic change. None of the facts themselves matter very much, but perhaps they all add up to something. For instance, everybody knows that Boston used to be called the Hub, meaning the hub of the universe. It may still be the hub, because the center of a wheel moves slowly. Boston was also called the Athens of America, and undoubtedly it was at the time of the Brook Farm Experiment and the China trade. Everyone knows that the codfish is the symbol of the city, a symbol that goes back to the days before the British General Gage stopped the boys from playing on the Common. It is well known that the dome of the State House on the summit of Beacon Hill is covered with solid gold leaf and that the weather vane on top of Faneuil Hall is, for some reason, a giant grasshopper.

It is not difficult to continue with these bits of casual information. They are somewhere in the back of my mind whenever I walk across the Common, some of them facts, others hearsay. The Frog Pond is still called the Frog Pond, though I do not believe there have been frogs in it for over



THIS NECK OF LAND IS BOSTON. THE COMMON, BEACON HILL,

a century. There is the old story attributed to other cities that once the City Fathers proposed putting Italian gondolas in the pond of the Public Garden and a member of the City Council suggested buying only two and letting nature do the rest. A lady was executed on the Common in the early days because of her adherence to the Quaker faith, and more recently H. L. Mencken was arrested there for selling a copy of his *Mercury* that did not meet with municipal approval.

The glass in some of the windowpanes of the older houses along Beacon Street has turned, as most of us know, a faint purple with age, and the story is that proud owners replace these panes with new purple ones whenever they are broken. Opposite the State House is the famous relief by Saint-Gaudens, showing Robert Gould Shaw leading his Negro regiment in the Civil War, and not far away is a heroic statue of Fighting General Joe Hooker seated on his horse. Yet there is a story, still treasured by some of us, that when the Boys in Blue marched up Beacon Street to celebrate the victory of Gettysburg, the shades were drawn in the windows of a certain club whose members, being largely interested in cotton, sympathized with the South.

Boston has always been the center of internal strife bred from a conflict of convictions, but Bostonians have always loved their city. When an electric sign, advertising the Chevrolet Motor Car, first appeared on top of a Park Street building, unsuccessful legal steps were taken for its removal, because it was considered an eyesore and a desecration to the Common's beauty. On Beacon Hill, on Mount Vernon and Pinckney Streets, there are still iron scrapers on the doorsteps for removing mud from boots, although the walks of Boston have been well paved for many years. These odd, unrelated facts and memories are inescapable even in the tangle of present-day motor traffic.

THE READERS OF THE BOSTON "TRANSCRIPT"

"Two men from the *Post* and *Globe*, sir, and a gentleman from the *Transcript*." Everyone knew the story before Upton Sinclair hit upon it, and there is T. S. Eliot's *Transcript* poem, where the readers of the *Transcript* "sway in the wind like a field of ripe corn." And of course there is the verse, so trite now that it must hurt you to read it as much as it does me to repeat it, about the bean and the cod, where the Cabots speak only to Lowells. There is another catch too—a musty song from an almost forgotten Harvard Hasting Pudding Show—which must go back more than 30 years.

At the Somerset things were rather wet—

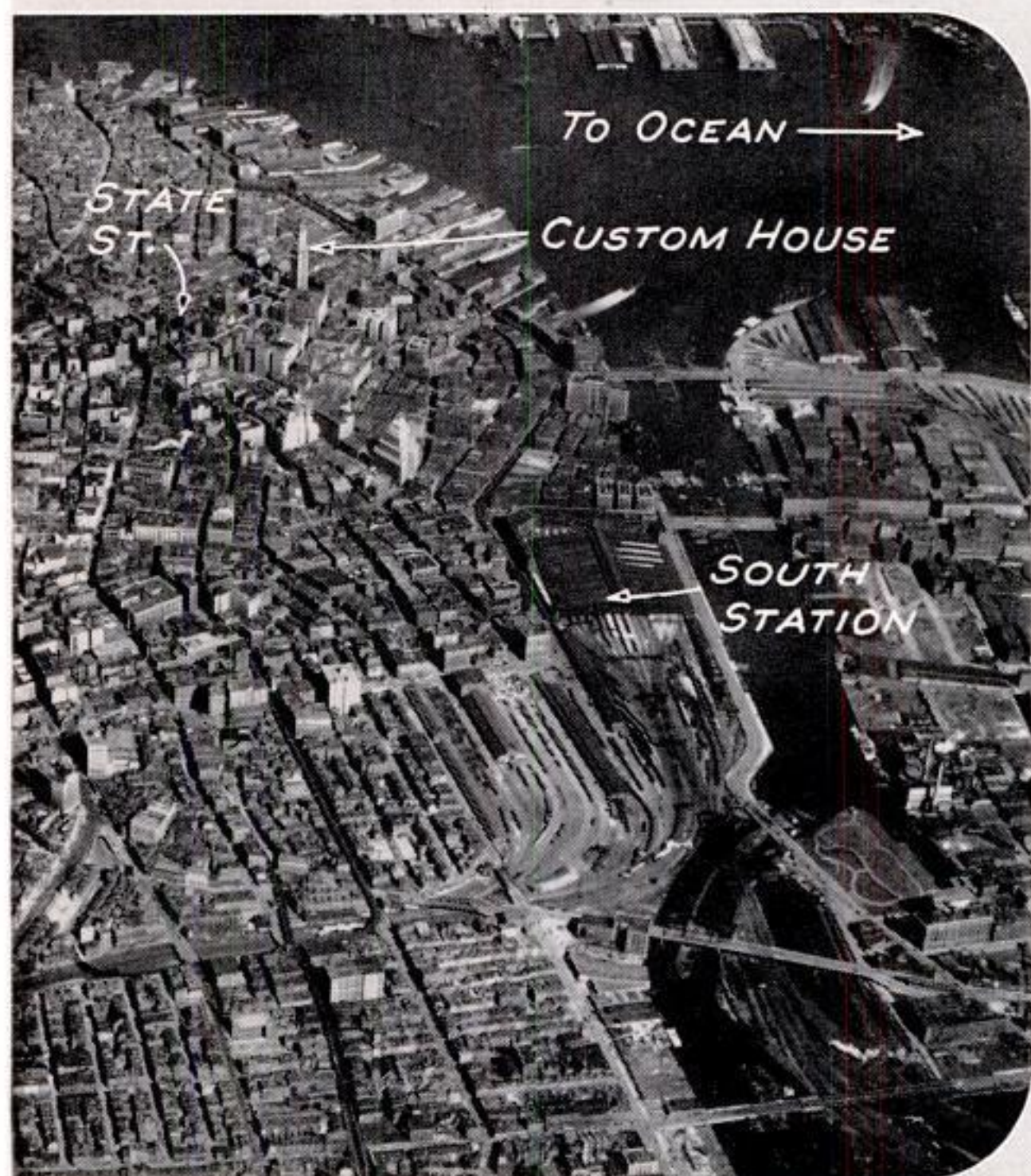
It was a big, exclusive affair.

From the lack of heat all of Beacon Street

Surely must have been there.

Berkeley Copley's son had an awful bun—

Though I search my mind I cannot remember the rest of it, except possibly that young Copley walked down Commonwealth feeling full of



BACK BAY, STATE STREET ARE HEART OF THE OLD CITY

CONTINUED ON NEXT PAGE

Over half a million new chins are singing.



It's SAVING TIME AT SHAVING TIME



THE NEW SCHICK WITH THE 2-M HEAD FOR 30% FASTER SHAVES IS WINNING THE GREATEST WELCOME IN HISTORY.

A new all-American male chorus that has swelled to half a million happy voices in a few months is singing the praises of Schick Shaver's new 2-M *Hollow-Ground* Shearing Head. Men do like its 30% faster, smoother shave—freedom at last from nicks, cuts, scrapes or burns.

Beards may be fuzzy to rough, skins

tender to tough—they're all one to this sensational new whisker-whipper.

The new enthusiasts join the millions Schick has already introduced to the joy and convenience of electric shaving. Why not give your face a pleasant surprise? Try the new Schick Shaver for 30 days. If you don't want to keep it, your dealer will refund your money.

SCHICK DRY SHAVER, INC., STAMFORD, CONN., U.S.A.



ONLY SCHICK OFFERS:

- NEW 2-M SHEARING HEAD—hollow-ground to arch the skin surface—makes the whiskers stand up to be cut off.
- FLYING SHUTTLE SHEARER—powered by an improved, faster motor—performing more than 14,000 shaving operations per minute.
- WHISK-ITS—to catch all beard clippings. No other shaver offers this feature.
- BRAND-NEW STYLING by Raymond Loewy—world-famous designer.

Born in March?

Drop a birthday hint for a new Schick shaver!

ATTENTION, SCHICK OWNERS!... Get this 2-M Head for your shaver! We made this marvelous new 2-M Head so that it can be used on any of the millions of Schick Shavers now in use!

And it's yours for only \$3.00! You get the new head expertly fitted, and the whole shaver inspected, cleaned, lubricated, and adjusted free of charge. Simply take your shaver to your nearest dealer—or send it to the factory in Stamford—or take it to a Schick Shaver Service Office in:

ALBANY 938 Natl. Sav. B'k Bldg.	DALLAS 611 Southland Life Bldg.	MILWAUKEE 152 W. Wisconsin Ave.	PORTLAND, ME. 210 Bank of Com. Bldg.
ATLANTA 603 Rhodes-Haverty Bldg.	DENVER 501 Colorado Bldg.	MINNEAPOLIS 624 Andrus Bldg.	PORTLAND, ORE. 1413 American B'k Bldg.
BALTIMORE 111 N. Charles St.	DES MOINES 413 Fleming Bldg.	NEW ORLEANS 1801 Canal B'k Bldg.	PROVIDENCE 506 Turks Head Bldg.
BOSTON 630 Boston C. of C. Bldg.	DETROIT 906 Industrial B'k Bldg.	NEW YORK 17 East 42nd St.	ROCHESTER, N. Y. 705 Temple Bldg.
BROOKLYN 1007 Fox Bldg.	HARTFORD, CONN. 1202 American Ind't'l Bldg.	NEWARK, N. J. 810 Raymond Com. Bldg.	ST. LOUIS 575-7 Arcade Bldg.
BUFFALO 553 Andrews Bldg.	HOUSTON 521 Shell Bldg.	OKLAHOMA CITY 619 Hightower Bldg.	SAN FRANCISCO 787 Monadnock Bldg.
CHICAGO 212 Palmer House	INDIANAPOLIS 703 Merchants B'k Bldg.	OMAHA 647 Omaha Natl. B'k Bldg.	SEATTLE 701 Republic Bldg.
CINCINNATI 814 Schmidt Bldg.	KANSAS CITY, MO. 702 Fidelity B'k Bldg.	PHILADELPHIA 1001 Chestnut St.	STAMFORD, CONN. 45 Garden St.
CLEVELAND 301 Sweetland Bldg.	LOS ANGELES 401 RKO Hillstreet Bldg.	PITTSBURGH 908 Investment Bldg.	WASHINGTON, D. C. 521 Bond Bldg.
COLUMBUS, O. 633 Huntington B'k Bldg.	MIAMI 218 Shoreland Arcade		

NOTHING QUICKER NOTHING SLICKER *The New* **SCHICK SUPER SLICK SHAVER**

**For a
Finer
Brand
of
Hospitality**



Famous
**OLD
FORESTER**
America's Guest Whisky

BROWN-FORMAN DISTILLERY COMPANY, INC., at Louisville in Kentucky

MY BOSTON (continued)

health, but it does not matter to you or to me either. I simply bring it up with all these other stray bits of information, because they are all part and parcel of Boston, and somehow explain what Boston means. I think all Americans have a sneaking fondness for the city. They may say that it is moldering in the past. They may be shocked by its austerities and its Puritanism. They may rail at the frequent irregularities of its municipal administration, but all its sights and legends, its past and its present make a more perfect unity, I believe, than has been achieved by any other city in America.

You might think, from this sort of accumulation of mythical lore, that Boston has been static for a great period of time and still lives on the proceeds of a prosperity arising from early shipping and manufacturing days. Inherited wealth and other factors of a more intellectual nature have certainly produced a definite type of citizen, easy for a novelist to draw and equally easy for a cartoonist to caricature. His kind still dwell behind the purple panes and behind the somewhat forbidding facades on the waterside of Beacon Street, but in his best days this best known Bostonian has only represented a tiny fraction of his city's population. The hinterland, beginning almost with the other side of the Charles River, is now waiting for him to die. It is interesting to consider that the outer world has been waiting for this event for several centuries. At the time of Cotton Mather, Boston had produced its own brand of distinctive citizen. In his *Oliver Wiswell*, Kenneth Roberts draws Boston Tories who are much the same as the modern Brahmin type. Thoreau mentioned them. Stuart painted their portraits.

BOSTON CHANGES BUT ITS CHARACTER REMAINS

There has been a strange consistency in Bostonian character in every generation, and yet in all this time Boston has actually changed physically and spiritually as much as the rest of America. Its Tories have been driven out: its shipping business has vanished; its textile industries are struggling against Southern competition. The last of its Brahmins are dying and the houses on Commonwealth Avenue and Beacon Street where Berkeley Copley's son walked are being deserted by their owners. Boston is following the footsteps of so many other cities whose most solid residents have moved to the suburbs, and yet through all this change Boston still maintains a vivid strength and a vital sort of continuity.

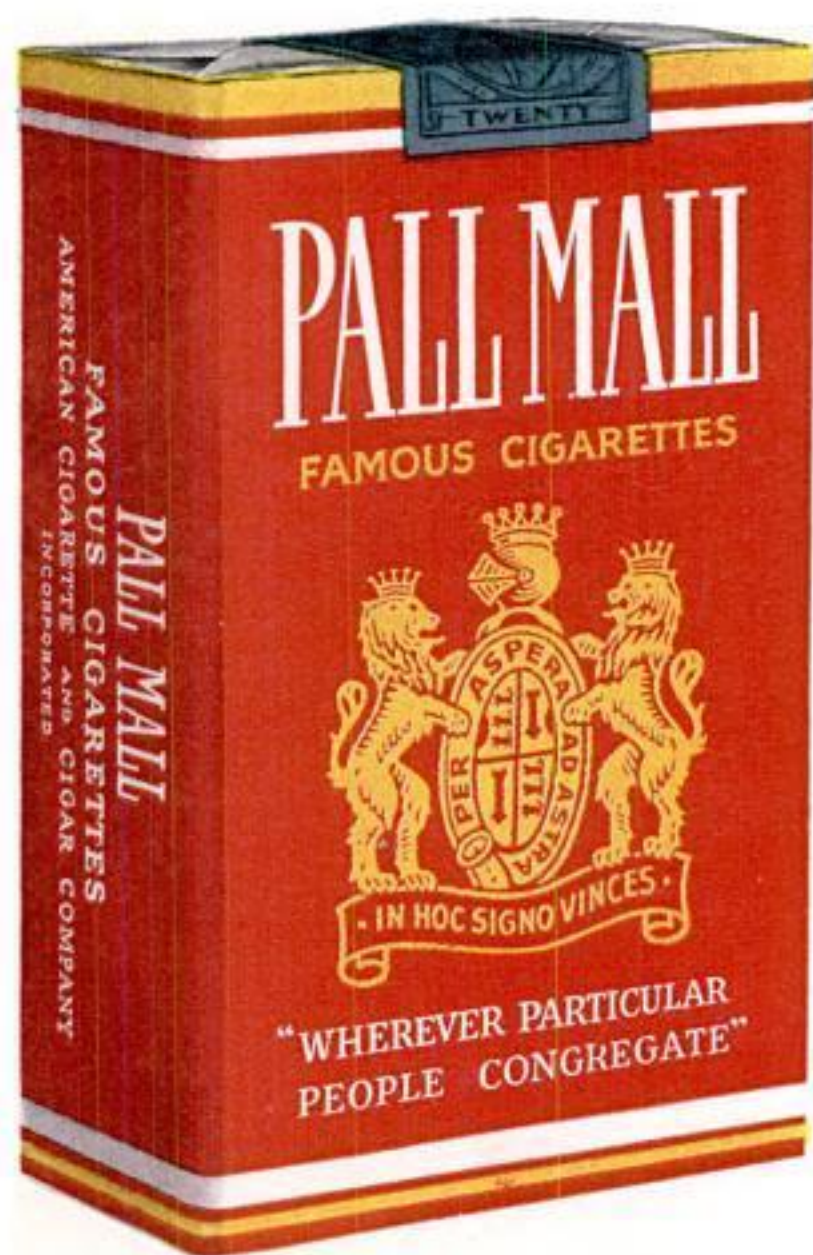
I do not know whether the typical Bostonian of the future will come from Puritan or Irish or Italian stock, but I am sure that he will still absorb personal characteristics from his environment. Only this winter one of the old guard of Beacon Street was speaking sadly of the old days. He ended by remarking regretfully that there were no longer any quaint old characters in Boston. It never occurred to him that he was assuming that essential role and that time had marched on until he himself was a character. Boston has never forgotten its past in any present. Boston was a rebel city once, and yet today on the windshields of many of its motors is pasted the slogan "There will always be an England." Indirectly, that slogan represents a city's own faith—there will always be a Boston.



In his New York apartment Marquand dictates his books to his secretary. He spends much time in Boston but does most of his writing in New York.



"Streamlined smoking!—a basic new design, Colonel!"



● HERE'S THE MOST important cigarette improvement in 25 years—streamlined smoking.

It's Pall Mall—a cigarette deliberately designed for better smoking! Pall Mall is over 20 per cent longer than the old-style cigarette. And this additional length is important.

Because it travels the smoke further—the smoke reaches you cooler. Because it filters the smoke through more tobacco—the smoke is definitely milder.

Important, too, is BULKING.

Because this careful Pall Mall process

mellows tobaccos as nothing else can.

In BULKING, the traditionally fine Pall Mall tobaccos acquire a new character. The delicate flavors blend together. All harshness is gradually softened. Pall Mall becomes a noticeably smoother cigarette.

The smoke of these fine tobaccos—enriched by BULKING, traveled and filtered through Pall Mall's greater length—gives you a combination of advantages no other cigarette can offer.

"Streamlined smoking!—a basic new design, Colonel!"

Prove it! Yourself, try Pall Mall critically.

"WHEREVER PARTICULAR PEOPLE CONGREGATE"



IN FIRST PORTRAIT THE BOY DALAI LAMA WEARS YELLOW HAT AND BROCADED SILK GOWN.

TIBETAN ARTISTS WILL PAINT HIM MANY TIMES AGAIN IN PANTHEONS OF BUDDHAS

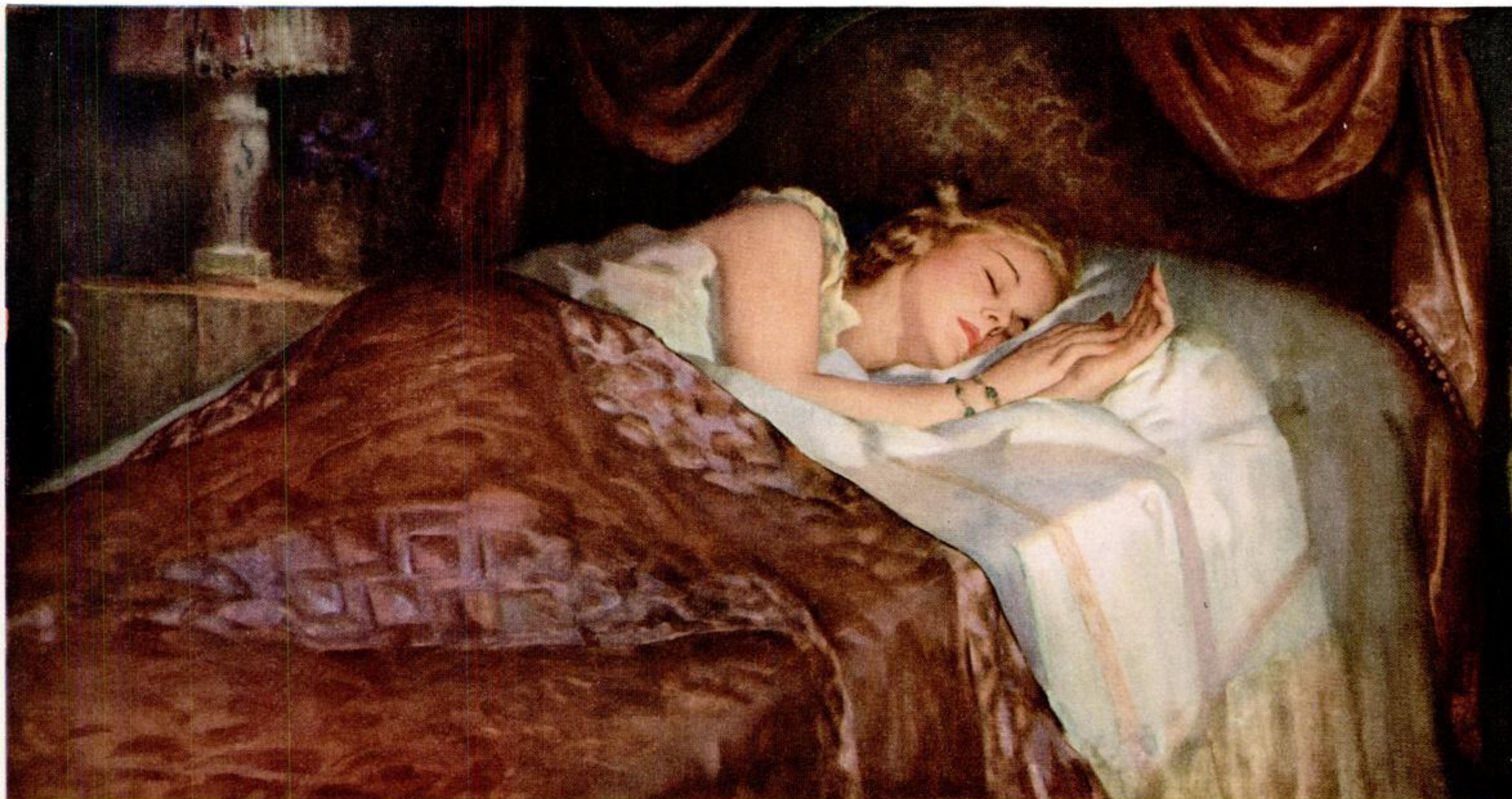
TIBET'S BOY DALAI LAMA SITS FOR FIRST PORTRAIT DURING HIS INAUGURATION

This is the first portrait of Tanchu, 6-year-old son of shepherds of Kokonor on the high, wind-driven prairies of northern Tibet. For this portrait he sat in Feb. 1940, while he was sitting even more patiently through the weeks of ceremony at Lhasa that marked his inauguration as Dalai Lama, 14th reincarnation of Buddha and supreme temporal ruler of Tibet.

Sheltered by the brocaded canopy of his inauguration tent and cushioned in a diaphanous cloud of white gauze silk, he wears the silken, peaked and ear-lapped yellow hat of Tibet's dominant monastic order of Yellow Hat Lamas. Today he is installed under an

assemblage of nurses, teachers and regents in the fortress-palace Potala, to wait until he is 18 before assuming actual temporal rule, a feat which only one boy Dalai Lama has accomplished in the last 136 years.

The portrait was painted by an Indian artist who accompanied the British delegation to the inauguration, and is now the possession of Suydam Cutting of New York. In Mr. Cutting's recently published *The Fire Of and Other Years* (Charles Scribner's Sons, \$5) is the story of his work as a one-man State Department, conducting for years the sole relations between the U. S. and Tibet, and twice visiting Lhasa, in 1935 and 1937.



Most mattresses are comfortable. But only Beautyrest gives you the supreme thrill of *luxury comfort*. And for only a penny a night!

Six things to think about when you buy a mattress



1. Don't judge comfort on looks!

Mattresses look alike. But what a wide, wide range of comfort they give! That's because it's what is *inside* a mattress that counts.

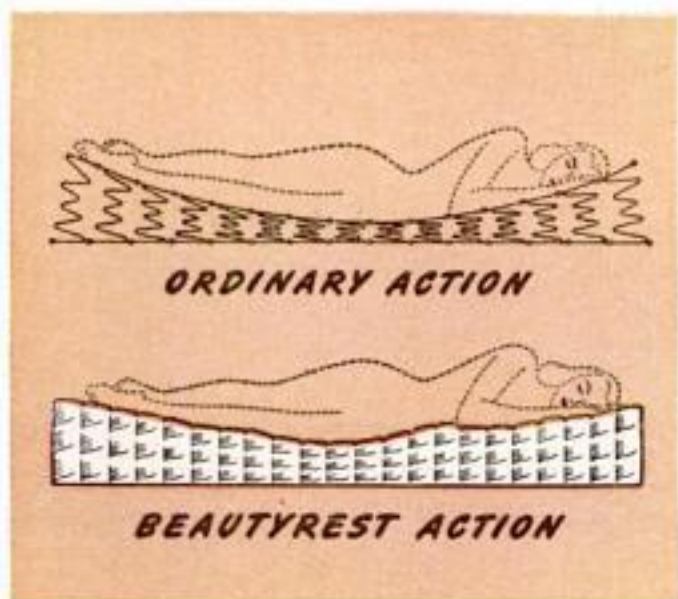
The "insides" of a Beautyrest are different from any other mattress. That's why Beautyrest gives you a different kind of comfort. Feathery, cloud-like softness. *Luxury* comfort so deep and refreshing that it just thrills you to lie there... deliciously... completely... relaxed.



4. And how will it look... 10 years from now?

In the store, all mattresses—regardless of price—are firm and neat and even. But you know what happens to so many of them. After a few years, their edges commence to sag; lumps and hollows begin to form.

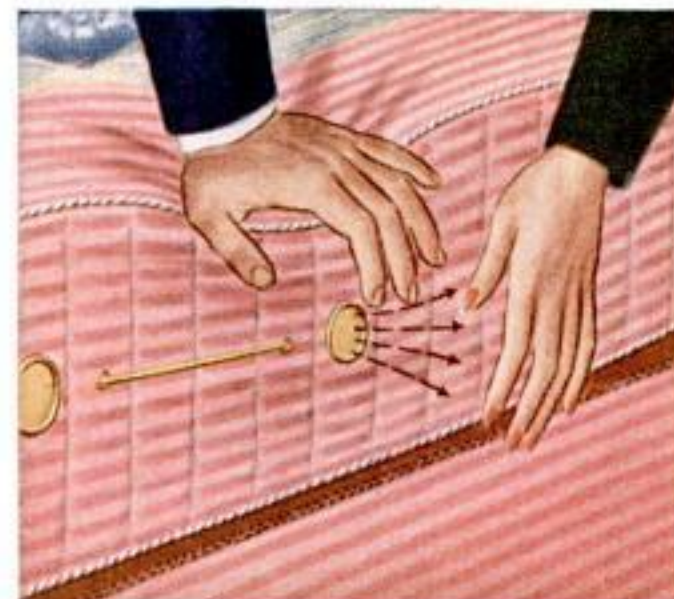
Not on a Beautyrest, though. Because of a patented "sag-proof" border, the edges can *never* break down. The whole mattress stays smooth and firm throughout its long, long life. So, you need to turn it only 4 or 5 times a year!



2. There are two kinds of "insides."

← In the *ordinary* mattress, the springs are all joined together. Thus, when one spring goes down, the others must go down, too. This makes for "sag" support.

← Each of Beautyrest's 837 coils are individually pocketed. That's why they act *independently*. And why Beautyrest doesn't "sway" with your weight. It cradles you gently and evenly, however you turn. That's *buoyant* support. Only Beautyrest gives it. We make both kinds...so we know!



5. Will it stay "fresh" inside?

Some mattresses have little, round openings around the sides. These are supposed to allow air to circulate throughout the mattress.

But sometimes they are just ornaments... don't ventilate at all. Mattresses with these "false" ventilators become stale and musty.

Sit on a Beautyrest and feel the air puff out of ventilators that really *work*... keep it fresh and dry and sanitary inside.



3. How comfortable will it be... in 1951?

We don't just *say* that the Beautyrest you get today will still be giving you glorious luxury comfort in 1951—we give you a *10-year guarantee* to back it up!

Not that your Beautyrest won't outlast that guarantee. Given care, it probably will. For the United States Testing Company tested 17 different makes on Mattress Endurance Machines (Certified Test No. 11760). And Beautyrest lasted *three times* longer than even the *next best* make!



6. How much does it cost—over the years?

The price tag on a Beautyrest reads \$39.50—*always*. No sales. No seasonal reductions. Different from other mattresses.

Why? Because \$39.50 is downright *cheap* for a Beautyrest! On our conservative 10-year guarantee alone, this comes down to only a penny a night. That's right. A *penny a night* for the deep, abiding, *luxury* comfort of a Beautyrest. Think it over. And get the *most* for your mattress money.

← This label identifies the Beautyrest.

Beautyrest Box Spring, for use with Beautyrest Mattress, \$39.50. Or get the Ace Coil Spring, \$19.75.



"Dress Up" Sunday Coming

This Easter treat your feet to that "Roblee Look"

"I want an Easter Parade partner with that Roblee Look!"



A. Custom-crafted, hand-rubbed Forest Calf. An ace for Easter. Parkdale Last—B145. **B.** A spring hit, Roblee's new suntan Nubuck and tan Domoc in a smart side wall pattern. Roamer Last—B723. **C.** National "dress-up" favorite—quarter brogue in tan and white, Barclay Last—B714.

Easter Sunday starts your spring wardrobe.

Your spring wardrobe starts with your shoes.

And Roblee*Shoes start at your price.

This year Roblee Shoes will have three Easter seasons under their belt. They've made men's shoe history by making more new friends in shorter time than any other shoe that ever went on a man's foot.

Why?

The answer is Roblee Style, Roblee Fit, Roblee Comfort, Roblee Price—all put together by Roblee people who take

pride in their work of building better shoes.

Some Roblee highlights for spring are illustrated on this page—single colors and combinations, brogue types or plain . . . your Roblee Store has many more styles that will fit your feet, your wardrobe needs, and your shoe budget.

So whether it's sports, business or "casual" types you want—remember you're right in Roblee—and you get "that Roblee look" at the red-and-blue Roblee sign. Made by UNITED MEN'S DIVISION, BROWN SHOE COMPANY, Manufacturers, St. Louis.

*Reg. U. S. Pat. Off.

The '41 trend to "less white and more tan" in this smart long wing brogue, Parkdale Last—B706.

\$5.00 to \$6.85

Some special materials slightly higher



Roblee

SHOES FOR MEN



Smart heads say, "Put your money on Roblee!"

NATURE IS A LABORATORY FOR LITTLE CHILDREN IN PENNSYLVANIA SCHOOL

The little 11-year-old girl with her teacher in the picture below is inspecting the entrails of a chicken. The chicken was raised by her fellow pupils at the School in Rose Valley, near Moylan, Pa. When the science class is finished, the chicken will be cooked and served for the school lunch.

Thus, long before most children are being bewildered by the abstractions of a high-school science course, the children of Rose Valley are comprehend-

ing the laws of nature in the realities of their countryside. With the energetic curiosity of their years, they have turned chicken coops, rabbit hutches, fields and gardens into laboratories for the study of science. Typical is the case of the chicken. As a member of the school brood, it was raised not merely as a pet or a broiler but as an instructive laboratory animal, from the time it was hatched in the school incubator until it was dissected on the classroom table.



WITH HER TEACHER, DR. JEAN ASHTON, A LITTLE GIRL STUDIES CHICKEN INTESTINE, LEARNS HOW CAPILLARIES ABSORB NUTRITION FROM INTESTINE AND CARRY IT TO LIVER



"He says he wears an Arrow Tie 'cause he meets such a fine class of people in his dreams!"

• Don't miss the big variety of Arrow Ties for spring . . . now at your Arrow dealer's. Arrow gives you the smartest patterns *plus* a resilient lining that resists wrinkles and keeps your knot tied perfectly. \$1.00 and \$1.50.

ARROW TIES

As Outstanding as Arrow Shirts

Made by Cluett, Peabody & Co., Inc.



Glider Cloth
used only in

PRINCESSA FOUNDATIONS

You've never worn anything like *Glider Cloth* . . . so cloud-like, so parachute-strong, so zephyr-cool against your body! Every yard is loomed exclusively for beautiful *Princessa Foundations*, in models that glide your figure into perfection. Get fitted in this modern foundation . . . at your favorite store, today!

PRINCESSA
Foundations
OF CLOUD-LIGHT GLIDER CLOTH

We'll send you a piece of Glider Cloth, to feel, to pull, to wash . . . also, the name of the nearest store that sells *Princessa* corsets, \$5. *All-in-ones*, \$7.50. Sizes from slim 24 waist to full 44 bust. Write I. Newman & Sons, Inc., 200 Madison Avenue, N. Y. C.

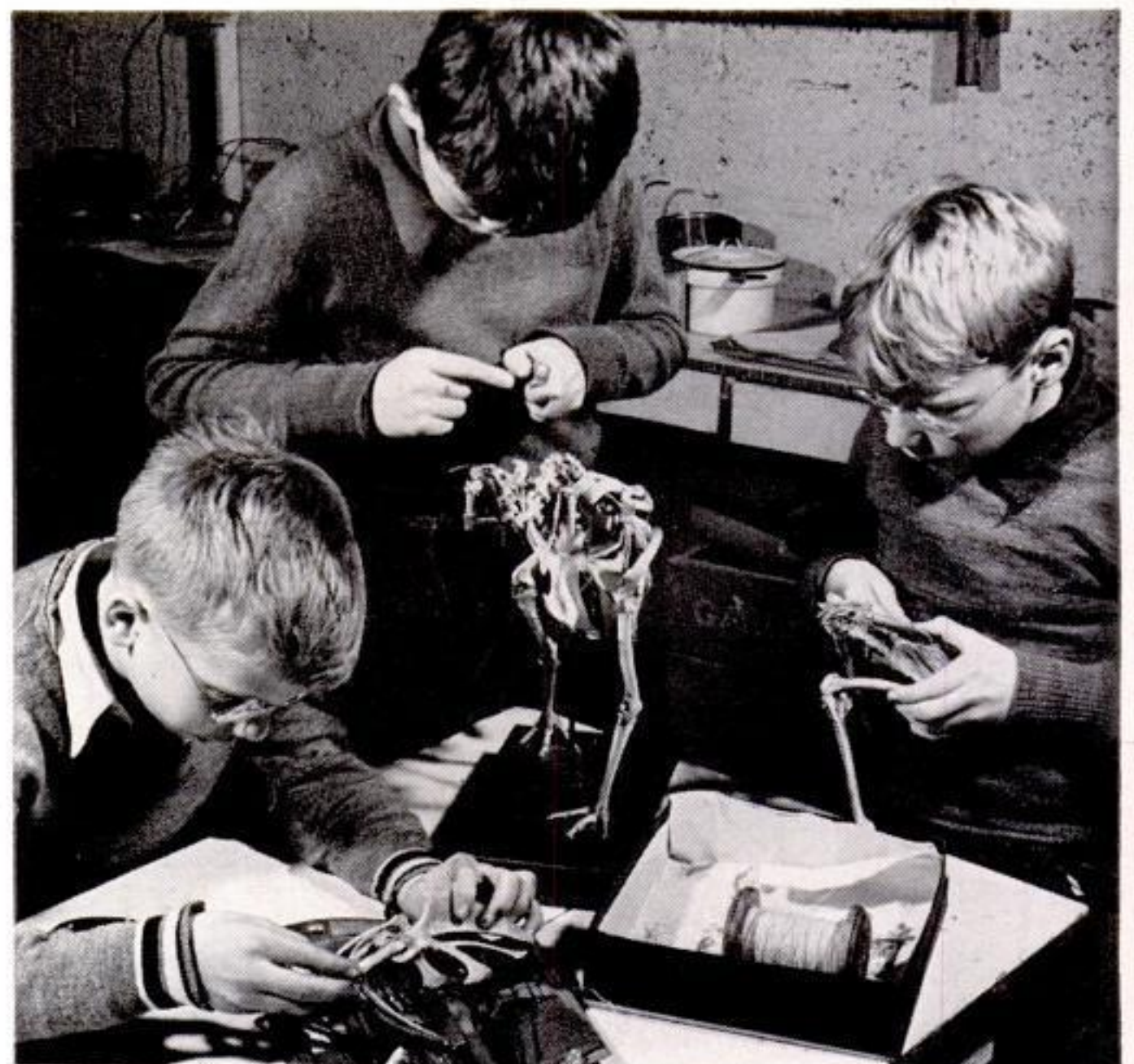
Children in science (continued)



Flying squirrels trapped in the attic are skinned and dissected by a 10-year-old. The science department has expanded through the children's eagerness to learn.



Eye of a calf is probed by 7-year-old during class dissection of a calf's head secured from butcher. Few high-school students have this first-hand contact with subject.



Chicken skeletons are assembled by three 11-year-old boys from bones saved after cooking. Children make own laboratory equipment to study physics and chemistry.

RHYTHM STEP WEEK

(March 22 to March 29)

Brings thousands new walking thrill

This is Rhythm Step Week. From Saturday to Saturday, as part of a giant 25th Anniversary Year celebration, the makers of Rhythm Step shoes will prove to all comers that comfort need not be clumsy, that light, frivolous little shoes need not mean aching feet.

In 1100 fine stores throughout the country, thousands of women will take the 3-Step Test on the Magic "3-Step" Carpet—will discover a brand-new walking thrill in light and lovely Rhythm Step shoes.

Everywhere, Rhythm Step salesmen will be answering curious questions—explaining how shoes that look as if they were designed for foot flattery alone can make such a surprising difference in walking ease. Women will learn of hidden, weightless Rhythm Treads—exclusive with Rhythm Step shoes—that cradle the heel, arch and ball of the foot, without adding clumsy, extra weight.

So marked is the difference—with shock relieved at the three strain points of the foot—that a new, buoyant sensation can usually be felt with the first three steps in Rhythm Step shoes. Three steps on the Magic Carpet show how free and easy each step can feel in the season's smartest featherweight spring and summer shoes.

Stop in and see the glorious new "Jubilee Year" fashions for spring and summer, now making their debut at your Rhythm Step dealer's. Make the 3-Step Test and discover how walking ease triples. Dealers in cities of 500,000 and over listed below . . . for others, write to Johnson, Stephens & Shinkle Shoe Co., St. Louis, Mo.

Baltimore, Md.,
Hutzler Brothers Co.
Boston, Mass., C. F. Hovey Co.
Brooklyn, N. Y.,
Abraham & Straus
Buffalo, N. Y.,
Adam, Meldrum & Anderson
Chicago, Ill.,
Carson Pirie Scott & Co.
Cincinnati, Ohio, Rollman's
Cleveland, Ohio, Higbee's
Dallas, Texas, Titcher-Goettinger
Denver, Colo., Daniels & Fisher
Detroit, Mich., J. L. Hudson Co.
Hollywood, Calif.,
Broadway-Hollywood
Indianapolis, Ind.,
Wm. H. Block Co.
Kansas City, Mo., Kline's
Los Angeles, Calif.,
J. W. Robinson Co.
Louisville, Ky.,
Fowler's Bootery

Milwaukee, Wisc.,
The Boston Store
Minneapolis, Minn.,
The Dayton Co.
New York, N. Y., Stern Bros.
New Orleans, La., Gus Mayer Co.
Oakland, Calif.,
Peters Bros. Shoe Salon
Pittsburgh, Pa., Jos. Horne Co.
Philadelphia, Pa.,
Strawbridge & Clothier
Portland, Ore., Meier & Frank
Providence, R. I.,
F. E. Ballou Co.
Rochester, N. Y., McCurdy's
St. Louis, Mo.,
Stix-Baer & Fuller
St. Paul, Minn., The Golden Rule
San Diego, Calif.,
The Marston Co.
San Francisco, Calif.,
O'Connor, Moffatt & Co.
Seattle, Wash., The Bon Marche
Washington, D. C.,
Joseph De Young



Magic Carpet now showing women how to 3-step to buoyant, youthful walking in amazingly young and flattering Rhythm Step shoes. Stop in at your dealer's during Rhythm Step Week, March 22 to March 29, and make the 3-Step Test. See the lovely new spring and summer Rhythm Step shoes—experience a brand-new walking thrill.



Young American Designer, Irma K. Foster, noted for her spirited young dress fashions, says: "Clothes you can do things in smartly are the real test of style. And that buoyant feeling you get in Rhythm Step shoes makes their feminine fashions smart to look at and wonderful to wear."



Shopper's Feet kicking shoes off under the table is a common sight. Try wearing Rhythm Step shoes—so streamlined and lovely, yet so wonderfully restful they give you a "lift" all day.



Weightless Rhythm Treads—cushioned ease at the heel—support at the arch as your weight comes forward—new, cushioned comfort at the ball of your foot!



Feet Go Frivolous, yet comfortable, in gorgeous new spring and summer Rhythm Steps. Only a few shown above. Trim, military lines—"toe interest"—new colors...all the newest, smartest styles. See them at your dealer's.

Rhythm Step Shoes

\$7.75

Most Styles Slightly Higher
Denver and West

Guaranteed by Good Housekeeping
as advertised therein

Look for the "1-2-3" inside Rhythm Step shoes, that typifies triple buoyant support—with no extra weight.



Out of the ocean
Into the pan 🎵
Here's a dish 🎵
To please your Man



New England Fish Dinner

40-Fathom Fillets of Ocean Perch*
Lemon and Parsley—Garnish
Brussels Sprouts with Creamed Celery
Buttered Corn
Graham Rolls Butter
Apple Pie
Coffee, Tea, or Milk

*Separate 40-Fathom Ocean Perch Fillets and roll in seasoned flour. Fry in small amount of hot fat in heavy skillet 8 to 10 minutes, turning to brown both sides. Garnish with lemon slices and parsley.



FRESH-CAUGHT FLAVOR
makes such a difference

There's nothing finer than seafoods smack out of the cold ocean. But you don't have to travel to the New England coast to get them. 40-Fathom speeds them to your own neighborhood market with full freshness and flavor sealed in by quick-freezing at the water's edge.

Tempting Fillets, Steaks and Shellfish, cleaned, wrapped, ready to cook without fuss or bother. A wonderful treat you should be enjoying right now! Your dealer can easily get any 40-Fathom variety you'd like to try. Ask him today.

Look for the big "40"
40-FATHOM FISH, Inc., BOSTON



HIGH-PERCHED SAILOR HAT DEFIES SPRING WIND BY VEIL TIED UNDER CHIN

VEILS ARE ANCHORS FOR SPRING HATS

The veils on the spring hats shown on this page and on the cover have a thoroughly practical function. Realizing that a hat, no matter how pretty, is no asset unless it stays put, milliners are drawing bright-colored net veils under their customers' chins, tying them in big bows that serve as anchors. Another curtsy to practicality is the fact that most new hats are designed to accommodate the popular pompadours and bangs. Thus manufacturers hope to up their spring sales 9%, eliminate bareheaded girls. Their campaign is backed by the National Committee for the Promotion of Millinery, to which the industry has pledged \$100,000.



DESIGNED TO SHOW BANGS, WHITE STRAW BONNET IS ANCHORED BY RED VEIL



sheer magic!
the **Bali** Bra
of a new all-
NYLON
fabric

Light as a cobweb, cool as a gardenia petal, this delicate looking fabric molds your bustline more beautifully, more comfortably, than anything you have ever worn.

BALI's all-Nylon Bras can be washed in a jiffy, dry in no time and need no pressing. At all leading stores \$1.50 and up.



Write for Booklet "L"
BALI BRA CO.
8 W. 30th St., N.Y.



To appreciate this drink sensation of the Gay 90's, you must try it. Before Dinner—After Dinner—Anytime.

Send 10c for 40 page book of Recipes—Party Pointers & New Notes on Canapes

CHARLES JACQUIN Et Cie, Inc.
PHILADELPHIA, PA. • EST. 1884



INTRODUCTORY TOBACCO KIT
WE ARE MAKING THIS UNUSUAL ADVERTISING OFFER TO INTRODUCE THESE QUALITY TOBACCOS
HERE'S WHAT YOU GET
• A Half-oz. Trial Pack of OLD NAS-SAU, mild, slow-burning, mellow blend.
• A Half-oz. Trial Pack of HICKORY CURED (Blend No. 917) rich, fragrant, aromatic flavor.
• A Half-oz. Trial Pack of COLONEL ADAMS, Our mildest, natural leaf Pipe Mixture.
• A Package of 12 Pipe Cleaners.
• A FREE Subscription to PIPE LORE, the magazine for pipe collectors and tobacco connoisseurs. Many interesting features, bargains.
• Send 10c (coin or stamps) to cover postage and handling— for this Complete Kit. Act now before this offer expires. Send your dime to—
WALLY FRANK, Ltd., 10 E. 45 St. New York, N.Y. Dept. 69



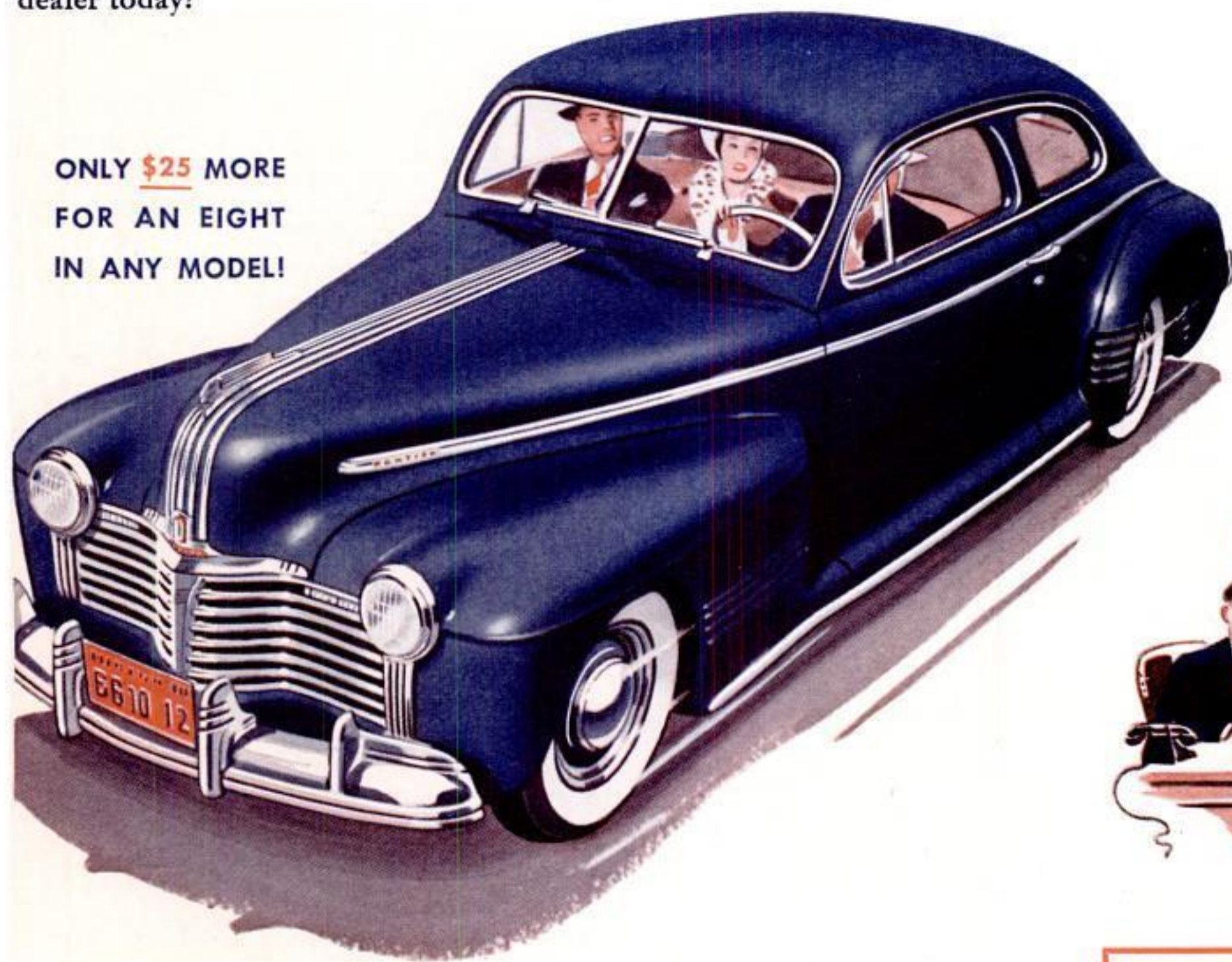
"I'm making friends
by influencing people
to buy
Pontiacs"



"I TELL THEM ABOUT SAFETY. Everybody is interested in safety—and what a story Pontiac has to tell on this subject. Included among Pontiac's long list of safety features are: triple-sealed hydraulic brakes, wide-visions Unisteel Body by Fisher, Tru-Arc steering, Hi-Test Safety Plate Glass windshield and side windows and scores more. When you ride in a Pontiac—you ride in the confidence that Pontiac is one of the safest cars in America.

"I TELL THEM ABOUT MY EXPERIENCE WITH PONTIAC. I'm a Pontiac owner—not a Pontiac salesman. Yet, I can name at least a dozen people who say that I did them a great favor when I recommended that they buy Pontiacs. And I know that there are thousands more like me all over the country—owners who are constantly urging friends and acquaintances to buy Pontiacs. Why? Simply because we want them to experience the same extra performance . . . extra satisfaction and extra dependability that Pontiac ownership has brought us. Certainly any product that enjoys such whole-hearted approval of its owners is worth investigating. Why don't you see your Pontiac dealer today?

ONLY \$25 MORE
FOR AN EIGHT
IN ANY MODEL!



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"TORPEDO" SIX
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Susan is "sweet sixteen" today!

SUSAN GOT A SHAWL for her birthday. And some soft, comfy slippers. And a box of lavender. For Susan's hair is white as snow.

But if you asked Susan what she got for her birthday, she'd say—"Look, I'm 'sweet sixteen'!" And she'd show you her flowers.

For someone remembered that—though Susan's hair is white—her heart is young as ever. Someone knew that when those flowers came this morning, Susan would be as thrilled and happy as a sentimental girl!

Yes, Susan would show you her flowers, *first*. And so would *any* woman, no matter what her age. For somehow, there's no gift that goes to a woman's heart so quickly, so surely, so happily—as flowers!

***When your heart says "remember"
—nothing takes the place of flowers!***

So the next time you want to say "Happy Birth-

day"—say it the way every woman loves best—with flowers. The next time you want to congratulate a loved one who's just become engaged, to cheer up a shut-in, or to wish a friend Bon Voyage—let flowers express your heartfelt good wishes.

It's so easy, so inexpensive to send flowers anywhere—in town or hundreds of miles away. Just telephone or go to the nearest flower shop displaying the Florists' Telegraph Delivery Association (F.T.D.) emblem. Give the florist your order. He does the rest. He sees that fresh, gorgeous flowers are promptly delivered—whether it's a few blocks off, way across the country, in Canada, or in a distant land.

So order today. And be sure to order from an authorized F.T.D. member shop. For F.T.D. florists are the pick of the nation's florists. Florists carefully chosen as F.T.D. members because they

have proved to the Association that they carry finer flowers—and that they give *you* top-flight service. *Florists' Telegraph Delivery Association. 7,000 member shops in the United States and Canada.*

**WIRE FLOWERS THROUGH AUTHORIZED
F. T. D. MEMBER SHOPS**



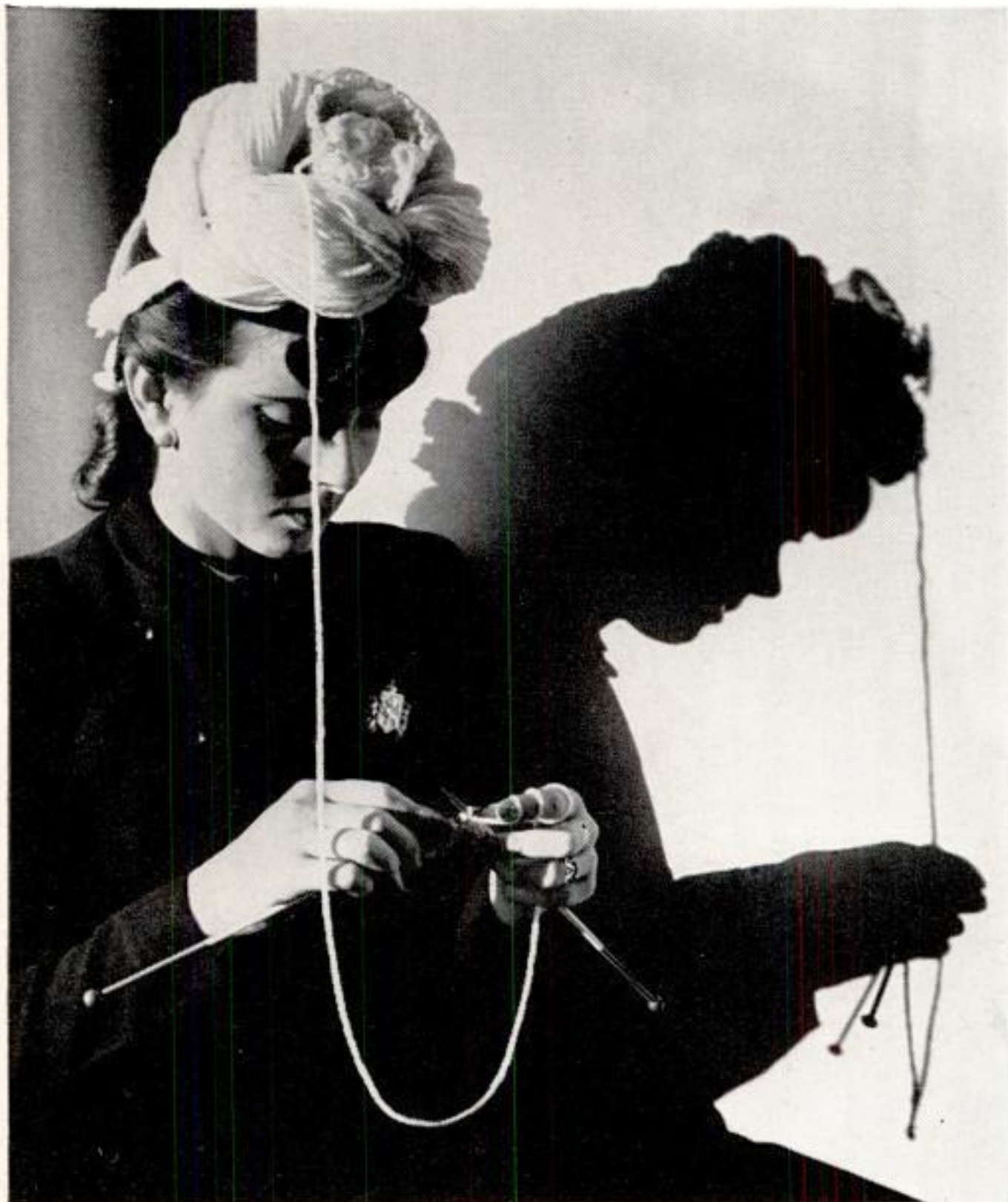
**LOOK FOR THIS F. T. D. EMBLEM BEFORE YOU BUY. IT
IS YOUR GUARANTEE OF COMPLETE SATISFACTION.**

Copyright 1941, Florists' Telegraph Delivery Association

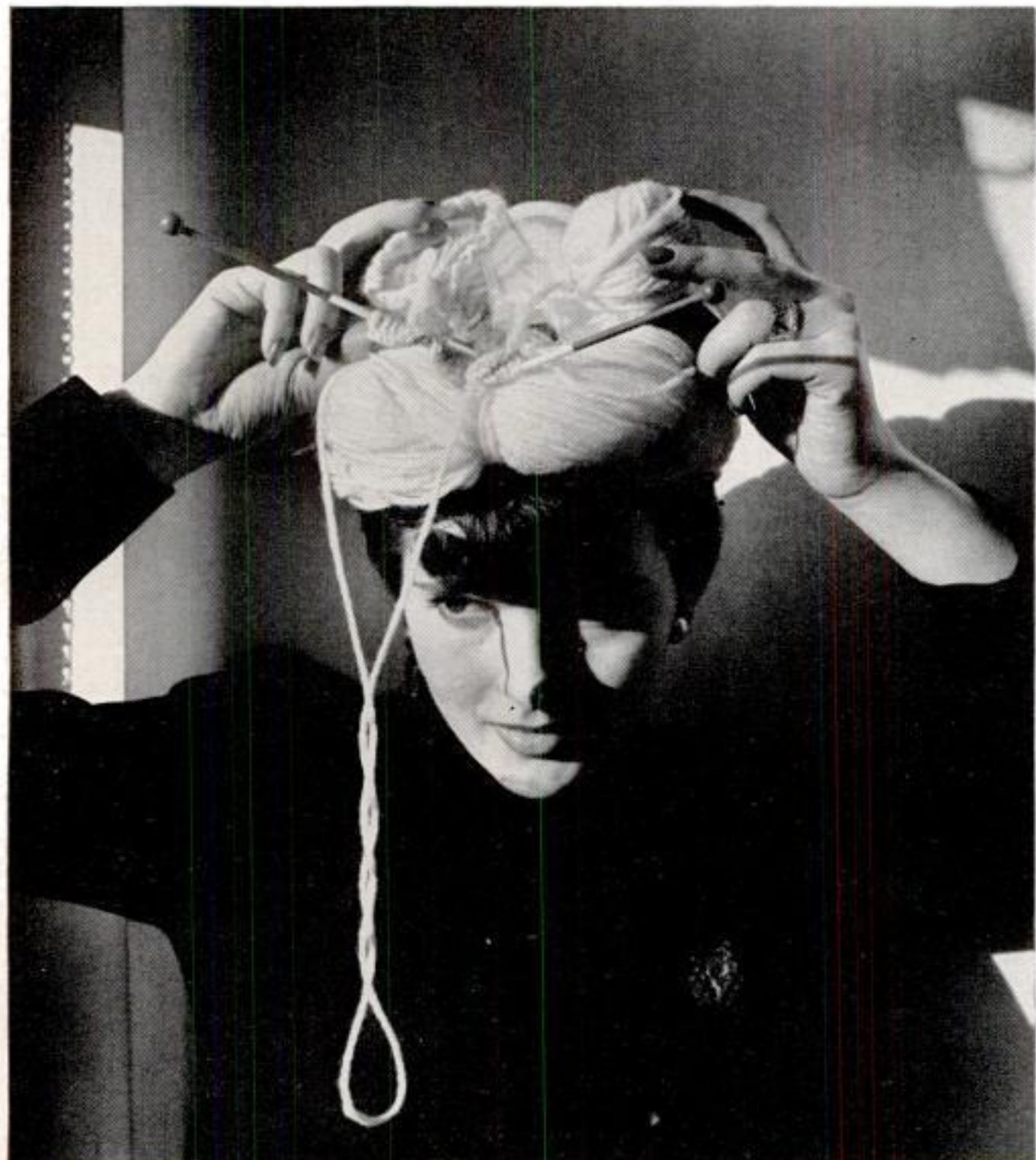
Spring hats (continued)

MOST PRACTICAL HAT IS ALSO KNITTING BAG

Fooling around with a turban and a skein of wool, Robert Dudley, designer of hats for ladies, suddenly got the idea of combining the two and donating part of the proceeds to Bundles for Britain. The result is the ultra-practical topknot pictured below. Gaggy but clever, it appeals to ladies who like to wear their good deeds on their heads. They clap on the turban (which looks like a woolen bird's nest) and march out to knitting bees, where they simply snatch a pair of red, white and blue needles from the front of the hat, pull a length of wool from the Lumarith container on top and settle down to work. When this palls, the container may be removed. Bundles for Britain gets \$1.50 of the hat's \$5 cost.



PULLING WOOL AND NEEDLES OUT OF HAT, THIS GIRL KNITS FOR BRITAIN



MATERIAL IS TUCKED BACK IN PLACE WHEN KNITTING BOUT IS FINISHED



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Maytag \$79.95

CHIEFTAIN LOW EASY TERMS

Prices slightly higher in western and southern states.







FIGHTER PILOT LEWIS, ORDERED TO "SCRAMBLE," FASTENS STRAPS OF HIS PARACHUTE



HE CLAPS ON HELMET AND HEADS FOR "OFFICE" (COCKPIT) OF HIS PET HURRICANE

FIGHTER COMMAND

R.A.F. HEROES SAVE ENGLAND

England's most important young men today are the several thousand youths who fly the Hurricane and Spitfire fighters in the Battle of Britain. They undoubtedly saved England last fall from Nazi invasion. Hitler must knock them all out of the air over Britain before he dares to invade England this spring.

On these pages LIFE takes you to an actual airfield of the R. A. F.'s Fighter Command during the airblitz last fall. Here you see a new kind of battle action—what goes on on the ground at a fighter station while the fate of a nation is being fought out in the clouds. Here you meet a new batch of young British heroes—the courageous fighter pilots whose supreme success in destroying Nazi planes distinguishes them even among their distinguished fellows.

The top ace of the R. A. F. is the young man in a high wind on the opposite page. He is Flying Officer Albert Gerald Lewis and on this page he "angels" up in his Hurricane fighter to battle another German bomber. He is a South African from Kimberley who at 22 has shot down at least 28

Nazi planes, the highest proved score in the R. A. F. In one day he got five Nazi planes, on another he got six Germans in six hours. For these and other feats he was awarded the Distinguished Flying Cross with bar. In November, he was himself shot down, burned from head to toe in his flaming plane and in that shape parachuted to earth. By late January he was back in action and is still alive and fighting.

Of Albert Lewis and his friends, Prime Minister Winston Churchill said: "Never in the field of human conflict was so much owed by so many to so few." These young British fliers, unlike their German opponents, are elaborately modest. There is little or no brag and swagger about them and they fight the Germans with a sort of casual perfection that is the envy of every other air force in the world. Their job calls for a fit young man of great calm and great optimism, preferably not in love. Very few of these young fighter pilots are married. Their ages range around 23. It takes moral self-confidence and concentration to kill early, often and quickly, without a sense of guilt.



LEWIS CLIMBS OUT OF HIS PLANE AFTER THE AIR BATTLE

GROUND CREW MAN WHO STARTED ENGINE HELPS LEWIS IN.

HE SITS ON PARACHUTE

LEWIS SIMPLY TAKES OFF, WITHOUT HEADING INTO WIND, SWINGS TOWARD ENEMY





(continued)

BRITAIN'S FIGHTER PILOTS RELAX WITH



Fighters relax at night in the lounge of the Officers' Mess. On the sofa sit the Army officer commanding the airdrome's sol-

dier defense force and, holding "half a can" of beer in a silver tankard, the squadron's "baby" who has since been killed in

action. Notice the waiter at left. Later this evening, everybody joined in a horseplay battle, hurling the flash bulbs of LIFE's

COMRADES BETWEEN AIR BATTLE ROUNDS



photographer at one another. Squadrons 17 and 85 share this station. The former once shot down 15 Stuka dive bombers in five minutes when they attacked a convoy.

In an hour of supreme peril, England asked for heroism from the young fighter pilots of its R. A. F., and got it. There were weeks last fall when the eyes of every Englishman who could fly were red with weariness, his cheeks pale and drawn, his nerves at the screaming point. The fighter squadrons rose every hour to massacre Germans and save their island. Some of those young men are gone now. There are some new faces in the squadrons. And when the ordeal comes again, in days or weeks or months, these men will be ready.

Look closely at the two pictures on these pages. They show the fighters of the R. A. F. between fights, on the ground, relatively relaxed, enjoying the company of their comrades between long hours of utter loneliness in the skies. The Dispersal Hut shown below is at the edge of the flying field. The lounge of the officers' mess at left is the gentleman's club of the fighter station. The heavy leather chairs, the silver tankards of beer, the waiter in white jacket, give it an air almost of luxury, as the fliers take their ease in the quiet country night. Whereas heroic movies of the last war were laid in muddy trenches and dirty dugouts, this scene will set the atmosphere for heroism in movies of this war for a long time to come. Here are bravado, casualness, brief comradeship and the ghosts of the dead. Here the language that is spoken is a gibberish civilians would not understand.

In the slang of the Royal Air Force man, the cockpit of his plane is the "pulpit" or "office," the glass covering over it the "greenhouse." Instead of taking off, he "scrambles"; instead of climbing, he "angles." He "peels off" to turn away from another plane. He "jinks" or "snakes" to dodge anti-aircraft fire. He calls parachuting "jumping out the window," an armorer of the ground crew a "plumber," a radio operator a "jeep," a lifejacket a "Mac West," a parachute a "brolley," a bomb release a "Mickey Mouse," a hospital a "dock," anti-aircraft gunners "Mahoney boys." In this strange dialect adapted from public schools, movies, docksides, hunting fields, to "gate"

is to fly with the throttle wide open and to "flap up" to do anything to the limit. A plane is a "kite"; it becomes a "hulk" when damaged. Any enemy mass formation is a "Balbo." Leading two squadrons into battle is "driving the train"; patrolling is "doing an orbit." Girl friends are "popsies," pick-ups are "sniggers" and prostitutes are "crumpets." A "line-shooter" is a boaster and he is invariably "binding" (boring). When he starts to brag of his exploits, all the other pilots of his squadron gravely chant together the famous line under a *Punch* cartoon: "And there was I, 30,000 ft. up, hanging by my straps upside down. And what did I do?" That usually stops almost anybody.

The command to fight comes to these young men in a telephone call from Fighter Command Headquarters which has been informed of the approach of enemy planes by spotters along the coast. The squadron leader puts down the telephone and says, "A scramble." The ground crews have the planes started by the time the pilots reach them. The planes simply run across the field and literally jump into the air, without bothering to head into the wind. Each pilot then hears in the earphones of the radio telephone inside his helmet, "Thirty-plus Heinkels approaching Dover . . . height 17,000 ft. . . . Your vector [course] 160 . . . Bend it 20 [degrees] right." Then he hears only the leader's code words, ending with the battle cry, "Tallyho," meaning every man for himself.

After the fighter pilot has met the enemy and pressed his eight-gun trigger, he starts for home. But home may be, not the main fighter station from which he took off, but one of several auxiliary pasture-fields scattered over the country. There he will sleep in a tent, eat in the open. This dispersal of planes was the real secret of Britain's victory last fall. During fighting days, the fighter plane never goes into a hangar unless it needs a few bullet holes patched. Among them, these young Britons have shot down 4,250 German planes, mostly expensive, many-man bombers. The price they paid was perhaps 400 pilots, 852 of their own planes.



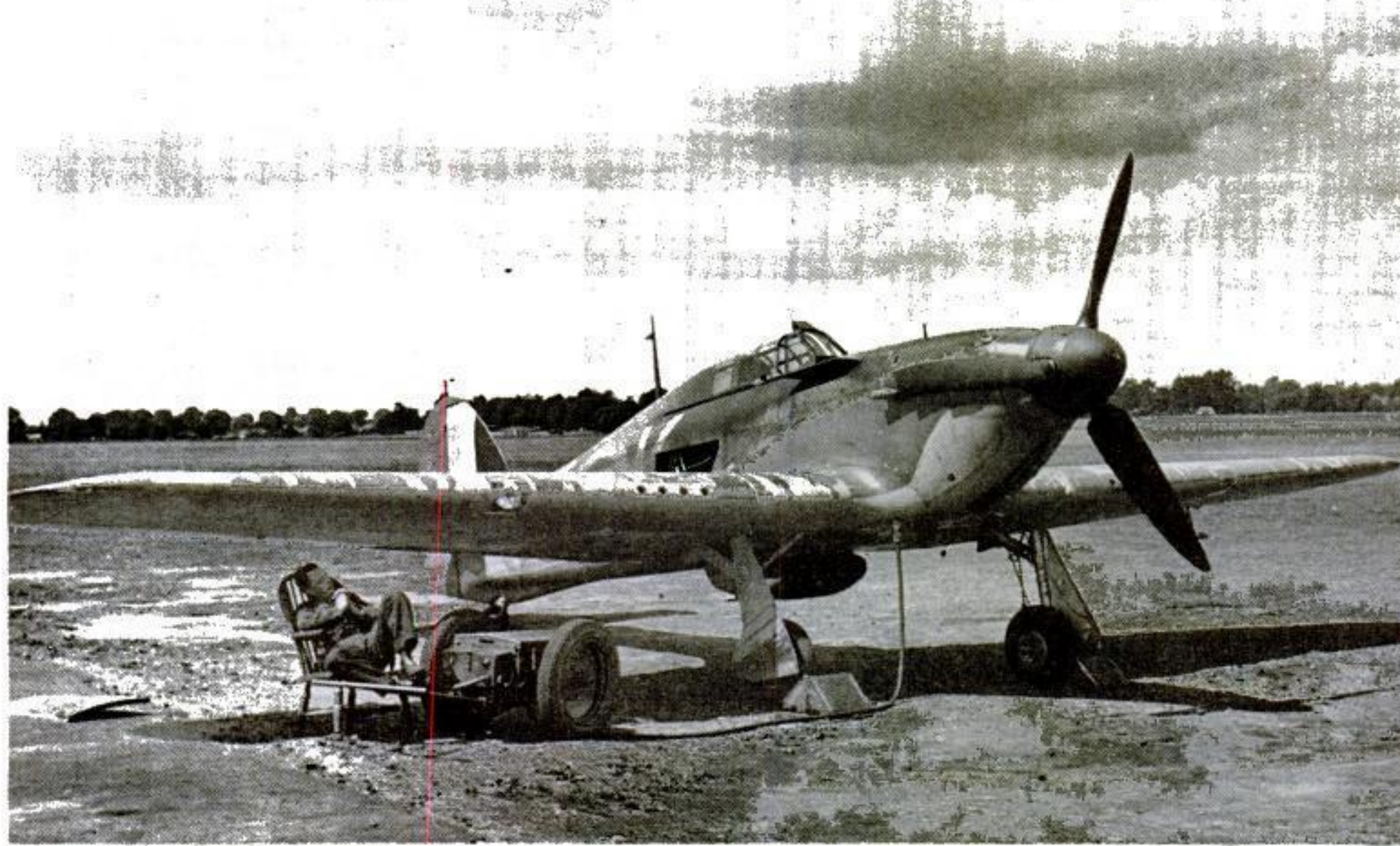
Waiting for action in Dispersal Hut, pilots lounge in lifebelts. The adjutant at far right will answer

telephone call from headquarters. The intelligence officer beside him takes reports from the pilots.



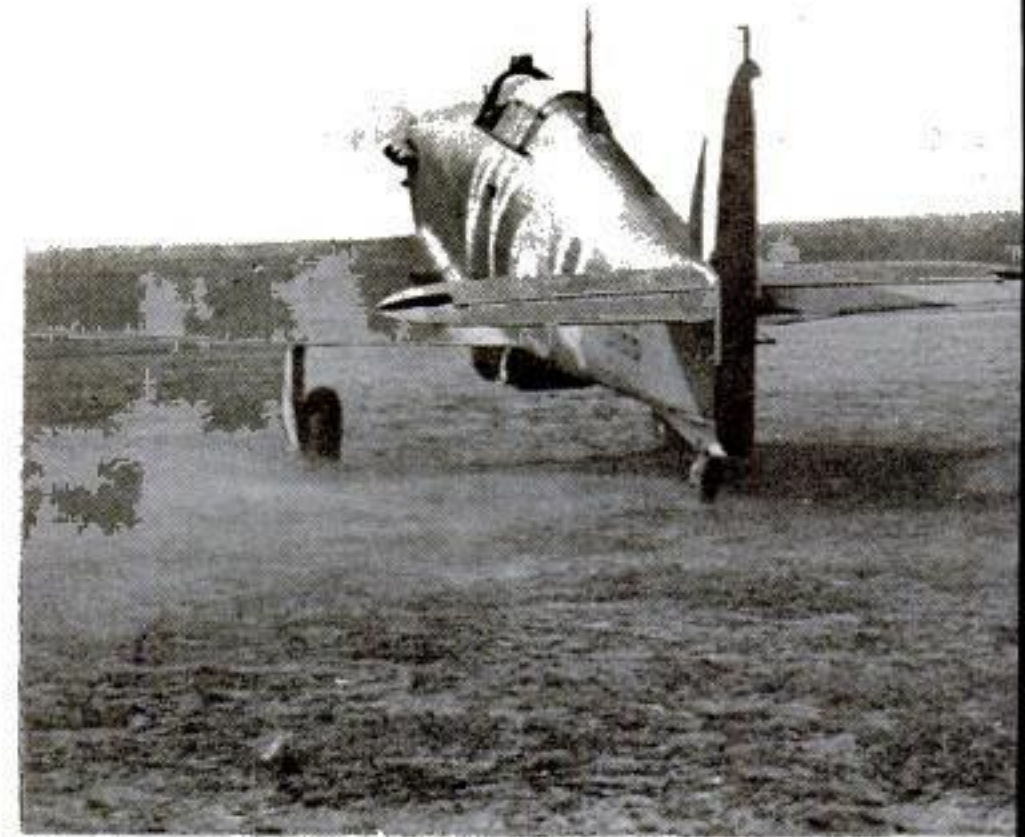
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THE BATTLE OF BRITAIN IS FOUGHT FROM



Between fights, member of ground crew sits in the shade of his plane's wing. Notice emergency starter apparatus at his feet, al-

ready hooked up, and four little holes in front edge of wing. Through these, four of plane's eight machine guns fire in unison.



The plane roars and the ground crew pulls away the emergency starter. One waves Good Luck. Barely a minute



The wheels of the plane's undercarriage are already half retracted scarcely 50 ft. above the ground. Another flier at this field stunted

upside down at speed of 350 m.p.h. so close to the ground that there was grass on his wireless bar. All fly like careful madmen.

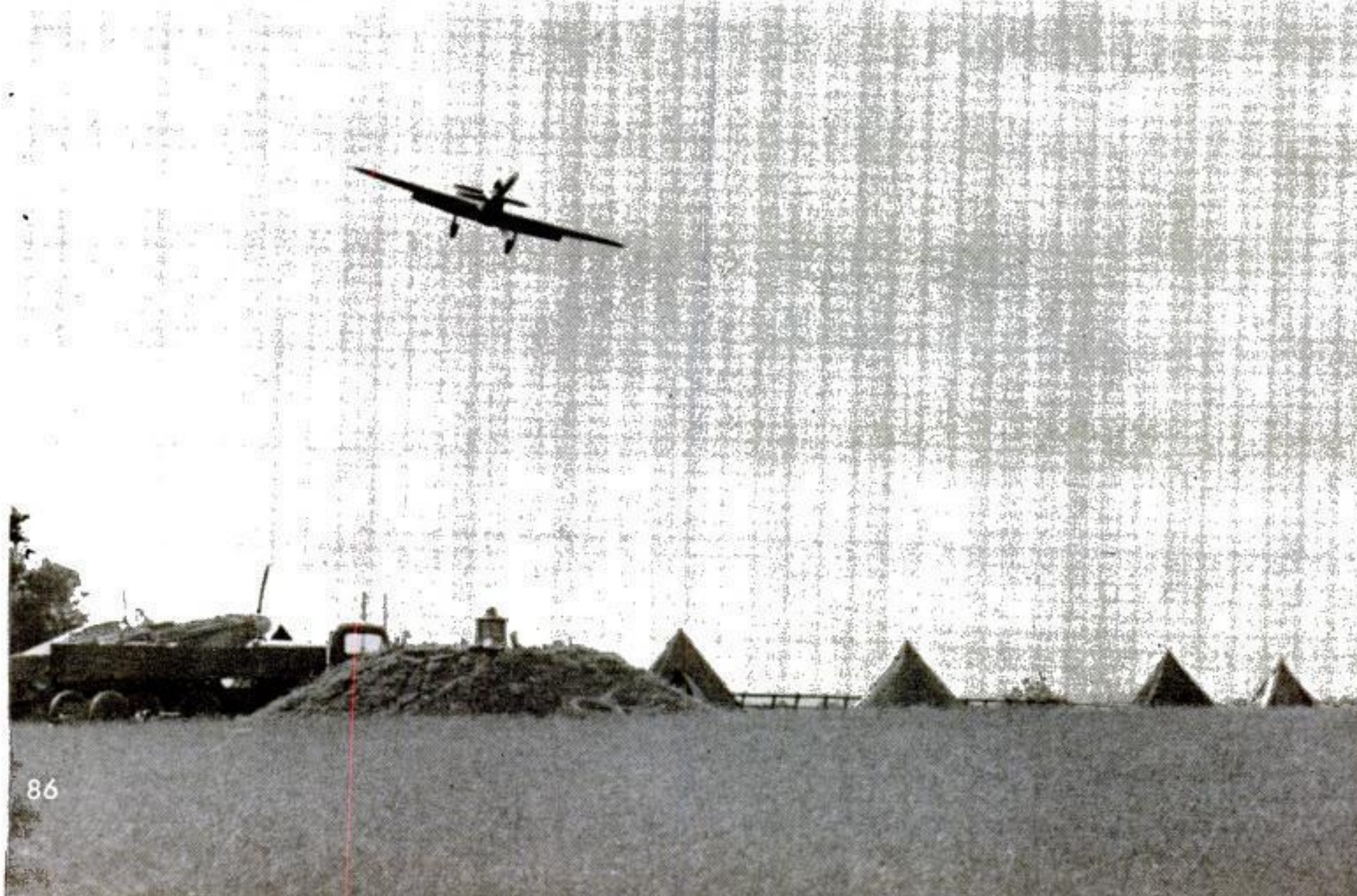
Hurricane returns, not to the base field, but to one of hundreds of small emergency fields scattered over England. Bunker in the

foreground protects the plane from bomb fragments. Tents at right are for pilots and ground crew. An oil truck stands at left.



Three planes of a section circle the field and head for the enemy. Night before, the Whitley bomber at left limped

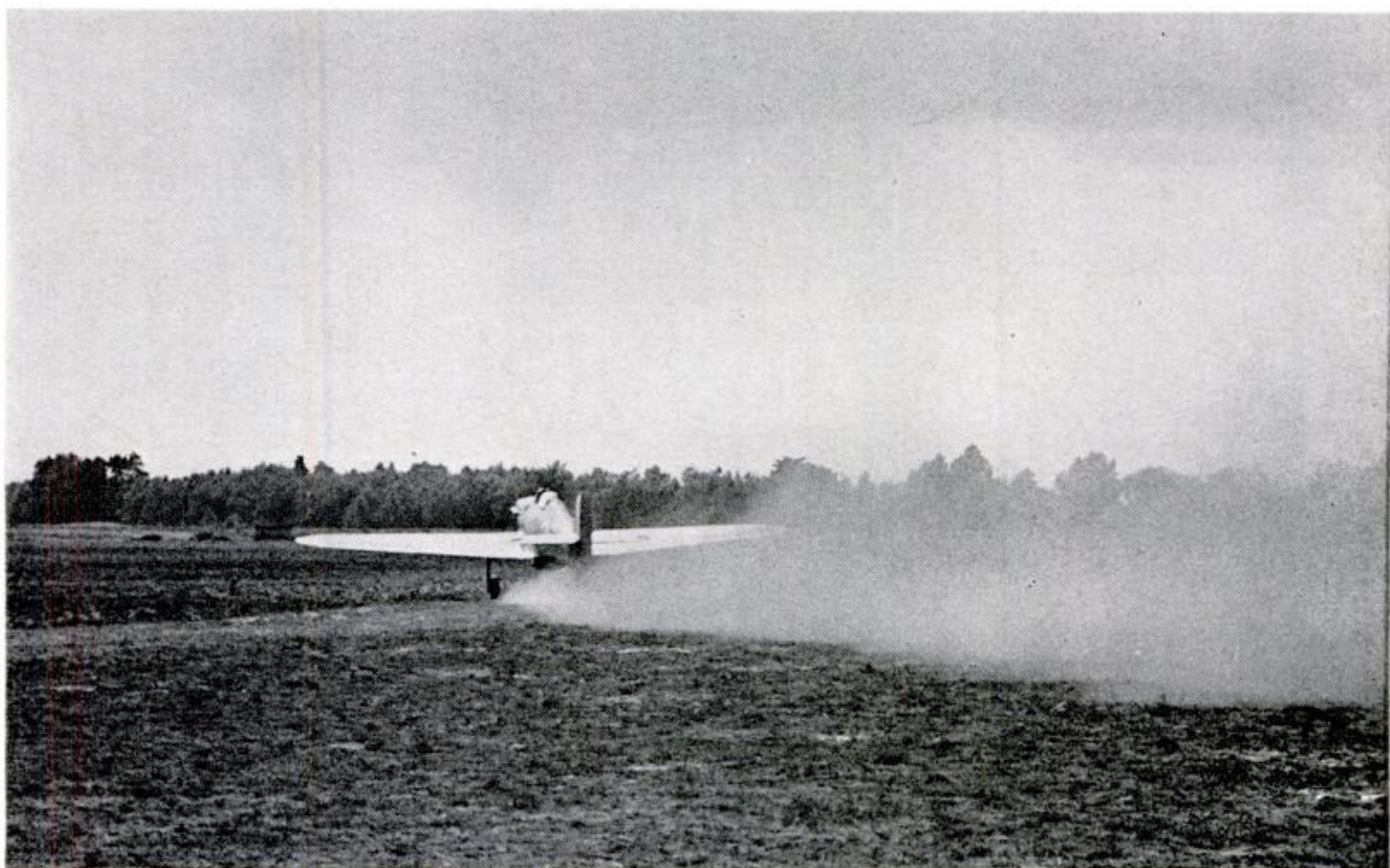
Even before pilot has had time to climb out, the gasoline truck has rolled up to refill his tanks and a mechanic



SMALL SECRET AIRFIELDS LIKE THESE



has passed since the telephone first rang in the Dispersal Hut. The pilot has about four minutes to reach 10,000 ft.



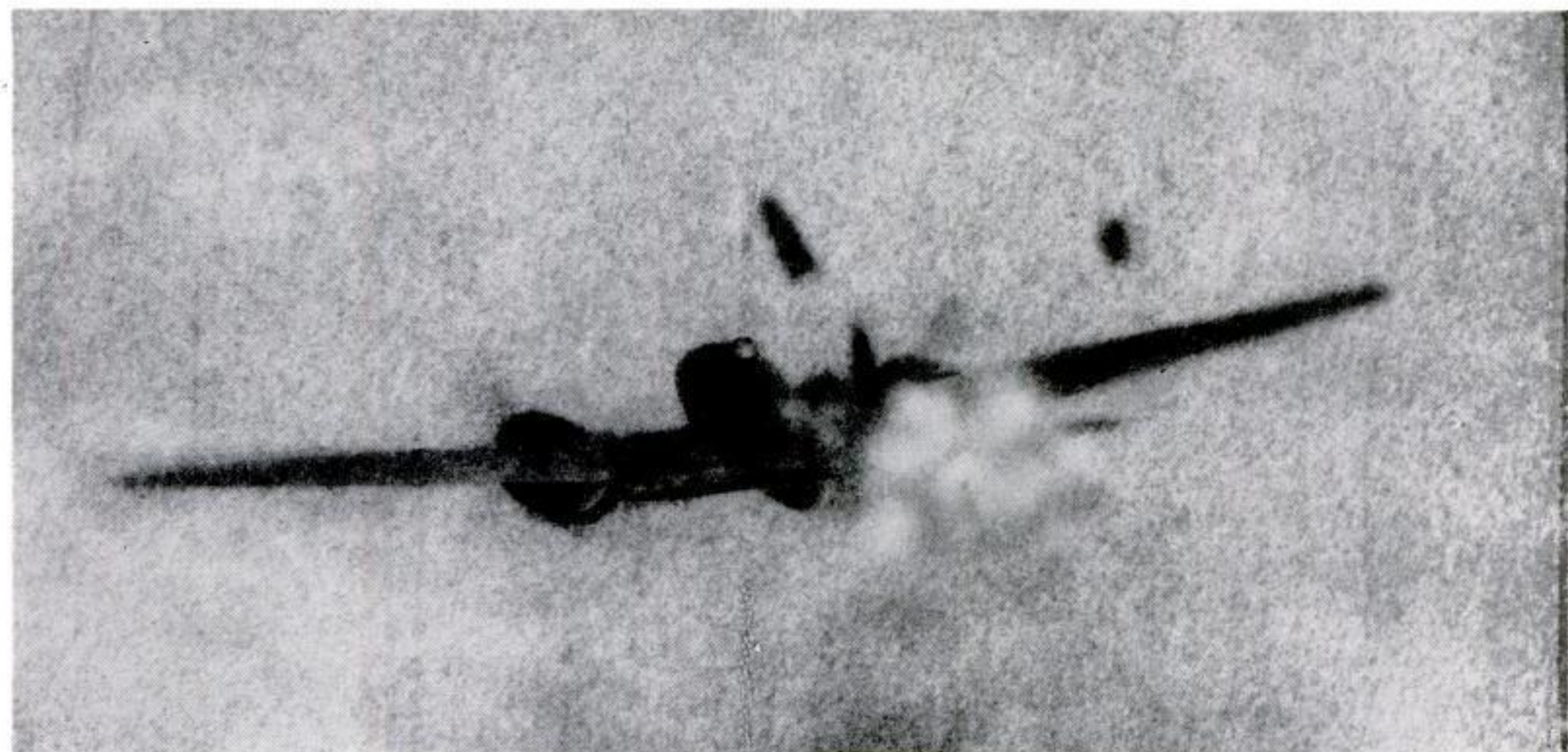
Straight ahead, the pilot rams his fighter into the air. Notice sideways direction of the dust cloud. Orthodox flying would be

to take off into the wind but Hurricane pilots are always in a hurry and so almost invariably use the risky cross-wind take-off.



back from Germany to this field. Pilot told the crew to jump, then crashed into fence. The plane was repaired.

opens side of plane to check the radio telephone. Plane must always be ready for fight. VY are squadron letters.



Camera gun operated by Hurricane's machine-gun trigger takes this picture of a German Heinkel III bomber that the British

pilot's eight-gun fire has begun to break up and send down in flames. Pilots usually forget to load the camera between flights.

Three armorers, called "plumbers," reload Hurricane's eight machine guns with ammunition belts. Each gun gets 300 bul-

lets, enough to last through 15 seconds of firing which comes in brief bursts. Each plane takes twelve ground men to keep it up.



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87

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(continued)

THE UNOFFICIAL ACES OF R.A.F. ARE



22 plus is score of Germans shot down by Pilot Officer Eric Stanley ("Sawn-off") Lock, 21, from R.A.F. Reserve. He got 15 Germans in 19 days, bailed out three times in three weeks, once into the Channel, landing once in flames.



20 is score of the wild Irishman, Flight Lieutenant John Ignatius ("Iggy") Kilmartin from Westmeath, Eire. Quiet and modest on land, Kilmartin is a "holy terror" in the air, fought in the terrible brawls of May and June over France.



25 is score of Flight Lieutenant Geoffrey Allard who came up from ranks. He got seven Germans in two days (Aug. 30 and Sept. 1). Like most of others, he has won the Distinguished Flying Medal and Distinguished Flying Cross.



23 is score of Pilot Officer Herbert Lemprière Hallows, 28. While fighting over France, his engine was disabled. He was standing up ready to bail out when he was attacked again. He dropped back into the cockpit, turned on his attacker and shot him down in flames. Then he parachuted to earth, hurt his leg, trekked south and caught last ship to England.



26 is score of Squadron Leader Roland Robert Stanford Tuck, 24, who keeps score of Nazi planes by painting swastikas on plane. He is called "Chianti" because his squadron, No. 257, salvaged a bottle of Chianti from one of 13 Italian planes they got in 15 minutes on Armistice Day. Over Dunkirk with only 8 planes, he took on 50 Germans, got 10 plus.



About 20 is score of Flight Sergeant George Cecil Unwin, shown with squadron mascot. Unwin, a Yorkshireman, was once seen attacking singlehanded some 45 German planes. He actually got two before ammunition ran out.



22 1/3 (one shared with two others) is score of Pilot Officer Harbourne Mackay Stephen, 26, Scots advertising man, shown with mother at Buckingham Palace. He got five one morning, shared the 600th plane shot down by his station.



About 20 is score of the South African squadron leader of famed 74, Adolph Gysbert Malan, 30, an ex-sailor, shown with his mascot dog, Pete, and Javanese statue. He keeps a black German machine gun at head of his bed.

THESE HANDSOME AND MODEST YOUTHS



A rare marriage in the bachelor Fighter Command was that of Squadron Leader Michael N. Crossley, 28, who has shot down 20 Germans, and of Doreen Maud Tibbitt at Brompton Parish Church. This tall Etonian led his squadron against 17 Heinkels, getting seven, two himself. He completes list of Britain's ten fighter aces shown on these pages and

on p. 82. Another not shown here was reckless Dickie Lee, who had got about 20 Germans in August when he disobeyed orders and chased three "schmitters" across the Channel, never to return. Captured in May and threatened with execution as a spy, he leapt out the window, hid, found a Belgian tank and raced through front lines. He was flying next day.



↑ **Soong on the battle front** (at right in spectacles and fur hat) tried to encourage the Manchurian and Mongol chieftains who fought Japan's drive through Jehol in 1933. Later that year the Japanese successfully seized the province which is now part of Manchukuo.

↓ **On China's vital financial front**, Soong with Occidental directness came last month to Federal Loan Administrator Jesse Jones, left with \$100,000,000 for Chinese aid. But when Money Wizard Soong plays poker with Money Wizard Jones, he usually loses.



CHINA'S SOONG

CHIANG'S MYSTERIOUS BROTHER-IN-LAW FINDS FUNDS TO KEEP CHINA FIGHTING

by ERNEST O. HAUSER

Everyone, from Vladivostok down to Singapore, speaks of him as "T. V." From Shanghai up to Chungking, everyone agrees that this mysterious brother-in-law of Generalissimo Chiang Kai-shek is the dynamo behind China's defense. Even his Japanese enemies admit that he has presented China with a gift which it had lacked for 4,000 years: efficiency. His American admirers, of whom there are many, call him Asia's greatest statesman. But those who know him best will tell you the price that he pays for his incredible success: today, at 47, T. V. Soong has no friends.

Indeed, this tall and burly Harvard graduate has made a career of influencing people without making friends. He has brought to bear upon a dreaming Oriental world a sturdy Western technique. In manners and management, T. V. has supplanted an age-old "Maybe" with a brisk Yes or No. Beginning with a ruthless purge of the corrupt tax system and winding up as creator of China's united front, he has beat the game by steadfastly refusing to play it. He has gone through life without giving favors or asking for them, antagonizing silk-clad officials and upsetting innumerable cups of green tea.

The amazing saga of the Soongs, China's first family, begins in Wilmington, N. C. There, some 60 years ago, its founder, "Charlie" Soong, disembarked as a penniless immigrant. After peddling hammocks through the South and working his way through Vanderbilt University, he returned to Shanghai as an enthusiastic Southern Methodist, set up a Bible printing establishment which netted him a fortune, and invested his wealth in the careers of his six children. The three girls grew up to marry China's three most important men: Sun Yat-sen, H. H. Kung and Chiang Kai-shek. T. V.—for Tse-vung (Scholarly Son)—was Charlie Soong's oldest boy.

T. V.'s career, which was slow to get under way, shows signs of being even more spectacular than his sisters'. Starting out modestly with a sheltered childhood in Shanghai, three years at Harvard, post-graduate work at Columbia and a short hitch in the foreign exchange department of a New York bank, it swept on to include the restoration of the Chinese currency and the personal promotion of a successful revolution of 400,000,000 people. It culminated recently in an extraordinary coup which was summed up by an excited young RFC official:

"Think of it! A Chinaman comes flying into Washington. He takes a room in a hotel, he talks to a couple of people, he tells a story and he sticks to it. And, first thing you know, that Chinaman walks off with a hundred million dollars in his pocket. A hundred million dollars! Just think of it!"

What T. V. actually did when he came to Washington last September can be summed up simply. He engaged a suite at the Shoreham, shaved and bathed and took a taxi to the White House, to see his old friend, the President of the U. S. After a chat with the President, Soong called on Hull, Morgenthau and Jesse Jones. He explained that he wanted money, in vast amounts, but that he did not propose to beg for it. Told that it might be a good idea to contact a few Congressmen ("a little lobbying won't hurt"), T. V. Soong snorted. He had come to Washington with a business proposition and the President, Congress and Mr. Jesse Jones could take it or leave it.

The President, Congress and Mr. Jones took it. And they took it without any of the huffing and puffing that preceded passage of the Lease-Lend Bill. They knew a bargain when they saw it. Congress has recently been asked for a grant of \$7,000,000,000 to implement the Lease-Lend Bill, which was designed mainly to aid Britain. The President and Mr. Jones saw that Mr. Soong's proposition was to sell the U. S. exactly the same commodity with respect to the Pacific as Britain had to offer in the Atlantic—temporary security, time to prepare—but for one-seventieth the British price. For \$100,000,000, China promised to keep 1,125,000 Japanese troops pinned in the field; to keep Japan's formidable Fleet blockading the China shore; to retard the aggressors' march in the direction of immediate U. S. interests. The merchandise was fantastically cheap at the price.

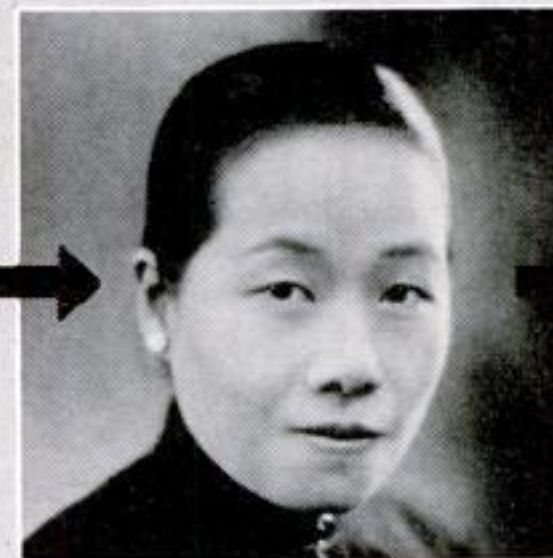
But far from being swindled by this apparently one-sided deal,



Charlie Jones Soong, father of great Soong "dynasty," was educated in U. S., became Bible printer in China.



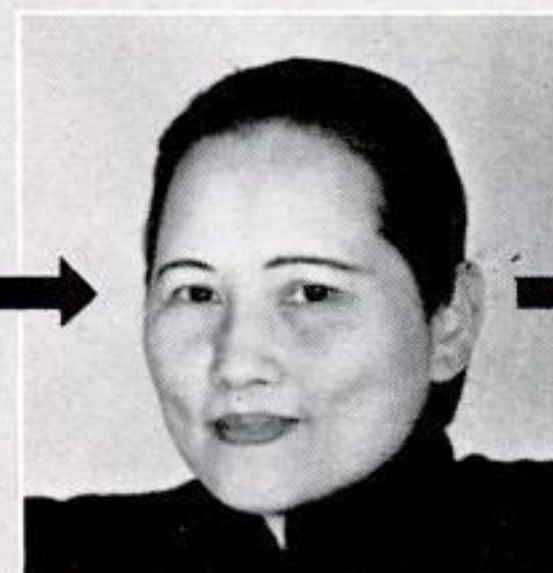
Mme Charlie Soong, is descendant of the first premier in Ming dynasty to introduce Catholicism in China.



Ai-ling Soong, T. V.'s sister, is the suave, shrewd wife of the wealthy Finance Minister, Dr. H. H. Kung.



Dr. H. H. Kung (LL.D. Oberlin) is one of the 75th descendants of Confucius and T.V.'s political rival.



Ching-ling Soong is childless widow of China's great, now almost-sainted liberator, Dr. Sun Yat-sen.



Sun Yat-sen, "China's Lenin," lies buried in a huge \$3,000,000 mausoleum, above a mile of marble steps.



T. V. Soong was raised strictly by his Methodist father who sent him to be educated at Harvard College.



Mme T. V. Soong was Anna Chang, mission school belle. Elegant, social Mme Soong has three daughters.



Mei-ling Soong, youngest sister, graduated from Wellesley and married Generalissimo Chiang Kai-shek.



Chiang Kai-shek, a self-made man, divorced first wife to marry Mei-ling, with her help united all China.

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America has chosen me its favorite pencil!

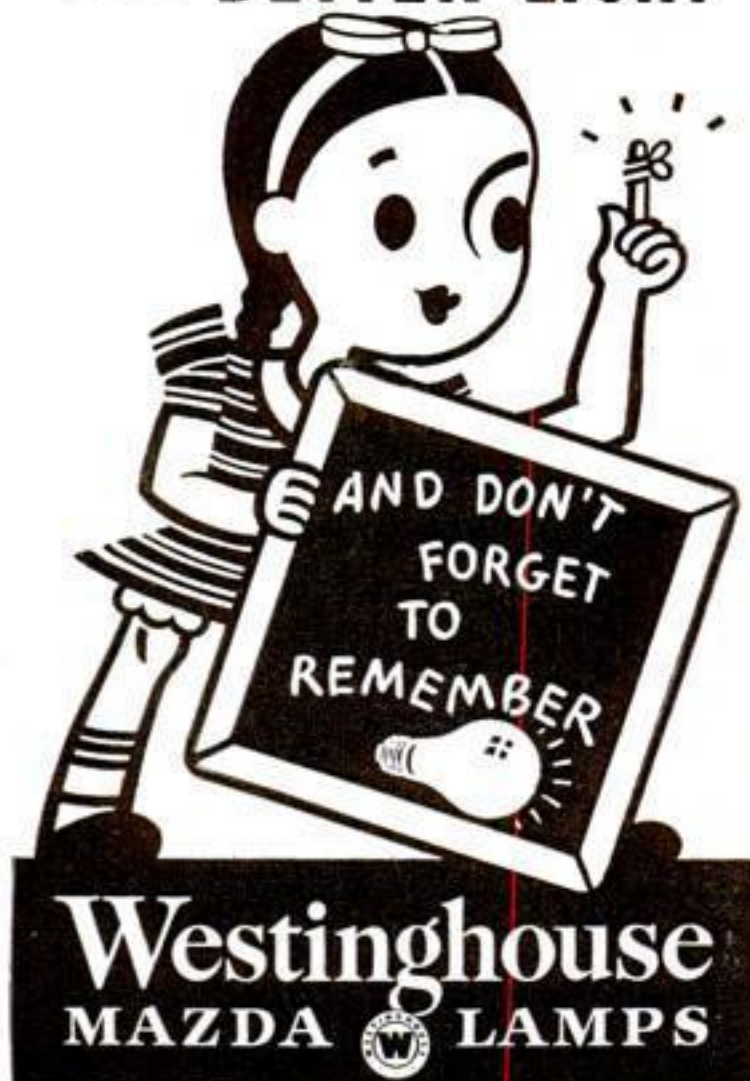
For with me, work flows fast and easy.*

* Final results of scientific tests show you save 50% in energy when you switch from wasteful, inferior pencils to Dixon Ticonderoga. Tests were made in the laboratory of a leading university.

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**FOR BETTER SIGHT
USE BETTER LIGHT**



Westinghouse
MAZDA LAMPS



In brocaded silk robe, Soong served as Finance Minister of revolutionary China in 1926, soon straightened its finances.



Sporting crisp wing collar, Soong attended London Conference in 1933 while family plot at home nearly cost him his power.

CHINA'S SOONG (continued)

China was tremendously helped. Some Chinese go so far as to say that she was saved from collapse. At the time the loan was announced, China was in dreadful trouble economically. Because the Japanese had copped the rich coastal provinces, China's governmental expenses were only 25% covered by current revenues. The Government's only recourse was to print more and more paper money, so that the rate of increase in circulated notes was nearly eight times as great as it was in 1937, the first year of the war. Even 5¢ pieces were made of paper. Prices had gone up almost unbelievably. If you wanted to buy a pair of rubber shoes in Chungking, you had to pay 20 times as much for them as in 1937; blue cloth was ten times as expensive; newsprint 24 times; Chinese cigarettes 18 times. This situation led to an outbreak of hoarding; hoarding to a reversion to ancient and vicious types of corruption. Highest Government officials whispered about making peace with Japan. The Communists began to feel spry. China was, in short, in a mess.

Announcement that the \$100,000,000 loan had been approved by Congress on Dec. 2, 1940, hit China like 100,000,000 volts of electricity. Peace talk ceased. The inflation seemed less immediate. The Communist trouble was brought to issue. While previous grants from the U. S. (\$70,000,000) had been given on a strictly pound-of-flesh basis, and had already been partly paid back in such vital raw materials as tung oil, tungsten and tin, the Chinese knew that this new investment was downright political. The U. S. was clearly on their side. The loan consisted of two \$50,000,000 parcels, provided by the Export-Import Bank and by the U. S. Treasury. The Treasury loan was to help stabilize the Chinese dollar and to curb inflation; the Export-Import loan would cover trucks, gasoline and foodstuffs purchased by the Chinese Government. (In accordance with the Lease-Lend Bill, machine guns, pursuit planes, and ammunition are likely to complement the list.) In effect, this \$100,000,000 loan gave China a new lease on life. It ensured Chiang Kai-shek's ability to carry on for at least six months more in full control of the monetary, if not the military, aspects of his war.

He has the direct approach

T. V.'s success was achieved by his own method: the frontal attack. His behavior in Washington, none too characteristic of the Chinese, was entirely characteristic of T. V. In China, it is considered bad manners to approach a subject directly. If you want to interest Mr. Bigwig, whose nephew is a friend of your cousin's, in a business proposition, the usual procedure is to invite him to dinner, talk about the weather throughout the first dozen courses, and then, after the dessert, mention business as an afterthought. T. V. himself has often recommended this time-honored routine to ambitious young men who asked his advice. As for himself, he has always been above it. He talks business when, and with whom, he pleases.

Directness makes it easy for Washington officials to get along with him. T. V. (who prefers to be addressed as Dr. Soong) presents his subject in short, brisk sentences, speaking English with a sonorous Boston accent. He seldom smiles; he remains tense, poised and circumspect. Suddenly, when an agreement has been reached, his face melts into a smile and he may start telling funny stories. Soong likes to prove his mastery of English by snapping out wisecracks and puns so rapidly that

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people have trouble catching them. Throughout months of long-drawn-out meetings and complicated negotiations in Washington, Soong sometimes even managed to create the illusion that he was really not a foreigner at all. After attending a press conference held by Soong and Jones, who comes from Houston, Texas, one reporter who comes from New England said that he had considered asking Soong to act as interpreter for the Administrator of the Federal Loan Agency.

In Washington, Soong and his pretty wife have spent most of their time close to home—a two-room suite at the Shoreham Hotel from which they have now moved to a small shingled house in Chevy Chase. Contacts with the outside world were arranged by a secretary, who, in addition to answering the telephone, borrowed up-to-date best-sellers from the hotel library for T. V. to read. Hotel guests rarely saw Soong except when he went swimming in the pool, wearing borrowed blue trunks embroidered with a large "S," for Shoreham, or when he lunched with his wife in the hotel dining room. Madame Soong wears Chinese dresses, split above the knee, and fancy wedgies. New York shopgirls took her for a Chinese movie star when she first went shopping on Madison Avenue. The Soongs' three children, all girls, are staying in California where the climate more closely resembles that of Hong Kong.

Soong has had a small stove put up in his office in the Chinese Embassy so he can brew tea for himself and his visitors. His collection of rare Chinese paintings, which he brought with him, is stored in the attic in a large vacuum box. From time to time the Soongs entertain friends like Jesse Jones, the Morgenthau or Warren Lee Pierson of the Export-Import Bank at elaborate Chinese dinners, with a crisp Peking duck as the *pièce de résistance*.

Taxes: paid up to 2000 A. D.

To evaluate T. V. Soong and his importance to the world, it is necessary to have a clear picture of the pre-revolutionary China where he grew up. On this huge, loosely governed $\frac{1}{13}$ of the world's land area, the passage of centuries has had almost as little effect as that of invading armies. Four hundred million peasants, sweating in their rice paddies, spent their lives as their ancestors had done in a doomed but good-humored attempt to buck poverty, disease, the misrule of a somewhat mythical government and the cruelty of eminently unmythical moneylenders. Politics consisted largely of negotiations whereby elegantly robed officials farmed out to their friends franchises for collecting taxes, much as a U. S. night-club proprietor may farm out the hat-check concession. There were taxes on everything from gambling to human manure. Many farmers had been persuaded to pay up in full as far ahead as the year 2000. The only signs of the new world observable in this ageless China were to be found in the treaty ports where some of the profits which West gained by meeting East tended to seep down into native hands. In cosmopolitan Shanghai, a group of Chinese merchants had filled in the gap between the white merchants and the 400,000,000 customers. They were the compradors, the middlemen, and they earned their keep out of the white man's profits.

Into this picture, old Charlie Soong, T. V.'s father, fitted perfectly. He was as much at home in Confucian temples as in Western drawing rooms. He had seen America and made a fortune but, unlike the compradors, he had also absorbed a religion and he saw a way to use his money and his prestige to better the lot of the 400,000,000. When Dr. Sun Yat-sen began preaching the message of revolution, the printer of Bibles took to printing revolutionary literature. His house became the meeting place of hunted intellectuals. When the revolution overthrew the Emperor in 1912, old Charlie Soong had a generous share of the rewards. His fortune multiplied and his three daughters married the revolution's three top heroes.

In the powerful Soong clan, T. V. was brought up as strictly as a young Rockefeller. None of the Bible printer's children were allowed to drink, dance or play mah-jongg. After attending St. John's, the famous missionary university at Shanghai, he was sent to the U. S. and Harvard where, entering as a second-semester sophomore, he was elected vice president of the Cosmopolitan Club and became the leader of the Chinese students on the campus. Soong majored in economics and when he graduated in 1915, found a job with the International Banking Corp., at the same time taking post-graduate courses at Columbia. Soong had bigger things in mind. Dissatisfied with his clerical job, he wrote a terse note to Mark D. Currie, his boss, asking for "more varied work." He got it, with one of the company's subsidiaries in the Whitehall Building where he learned about foreign currencies at first hand, but soon felt that he had exhausted the potentialities of this line also. He drifted back to China where he tried his luck with a coal and iron firm at Hankow, a trading

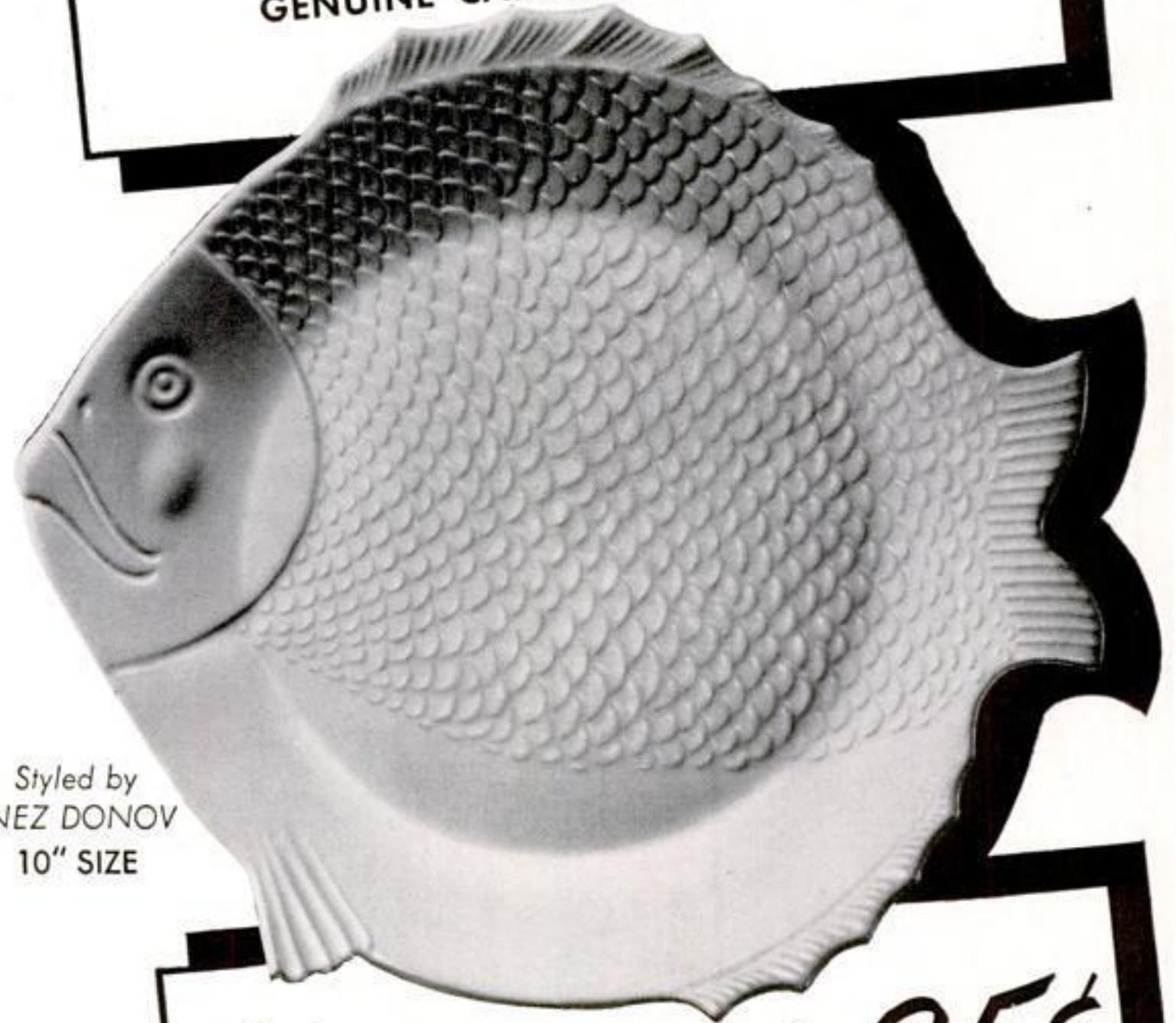
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GENERAL ELECTRIC

China's Soong (continued)

company and a new bank which failed soon after he helped found it. Clearly, T. V. Soong had not found his niche but by this time his elder sister, Madame Sun Yat-sen, was China's first lady and the Revolution in Canton was about to solve T. V.'s financial problem almost as dramatically as he later solved the Revolution's.

One day in 1924 Chiang Kai-shek, the brilliant young general in charge of China's revolutionary army, was airing his disgust to Madame Sun Yat-sen. He was desperately trying to establish an administration good enough to expand over all China. The vast country had been in ferment for more than a decade now, with war lords and racketeers in control of most of the provinces and multiple civil war consuming the energies of a large percentage of the population. Trying to build up a crack army to carry the Revolution into the hostile north, Chiang Kai-shek found his mission on the brink of failing for lack of funds. How, the general asked Madame Sun Yat-sen in Canton, could he pay and equip his army if taxes never came in and Canton bank notes were worth a pitiful 40¢ at the Shanghai Exchange? "My kid brother has just returned from America," said Madame Sun Yat-sen. "You might see if T. V. could help you. I think he knows something about banking."

The general called in T. V. and looked him over. The young man in front of him was unusually tall and stocky for a Chinese. His eyes, behind horn-rimmed glasses, looked clear and confident. He did not bow and scrape, like Chinese politicians. He was a man of few words, like Chiang himself. Chiang decided to take a chance.

It worked. Soong abolished unreasonable taxes and consolidated reasonable ones under Government control. He collected directly, without any "farming out." He fired middlemen and corrupt officials by the score. He hired spies and had his subordinates watched day and night. Taxes, instead of evaporating before they reached the coffers of the treasury, came rolling in. Revenue jumped from \$1,000,000 to \$10,000,000 a year and Canton bank notes soared in the Shanghai market. After two years as treasurer of the revolutionary government, T. V. had put aside enough money to finance a major war. And, one hot day in the summer of 1926, the city gates of Canton swung open and Chiang Kai-shek's army marched out to conquer the rest of China for the Revolution.

Chiang Kai-shek won all the military victories. But T. V. fought a blitzkrieg of his own which, less spectacular, was equally important. He went from one provincial capital to another, with the vanguard of the generalissimo's army, closeted himself with local bankers and provincial governors, and whenever he left the conference room, there was an organized financial system instead of monetary chaos. The credit of the Canton Government became, in effect, the personal credit of young T. V. Soong.

He saves the Shanghai bankers

Soong's amazing performance in financing Chiang's conquests was capped by the historic finesse which prevented Chiang's Chinese revolution from going down in history as Act Two of the Communist World Revolution. Chiang, the peasant's son, stubborn as a Mongolian pony and wholly inexperienced in political diplomacy, was surrounded by Soviet advisers who urged him to swoop down upon Shanghai, to take the vast stores of silver piled up in the vaults of its banks, defying British, French and American soldiers who had been rallied for its defense. T. V. saw that such a venture, whether it succeeded or not, would mean the end of a free China. On his own hook, he ventured into Shanghai and persuaded the Shanghai bankers—the compradors who were the captains of a billion-dollar business—to support Chiang Kai-shek against the Reds. He, a Shanghai lad and banker himself, could speak to them in their own language. He promised them, in return for their support, a normal economic system.

When this deal was closed, T. V. triumphantly reported to Chiang that he did not have to take Shanghai—he had it already! All he had to do was to shake off his Red affiliations. Chiang listened. When he grasped the situation, he turned against his Communist bosses and denounced the Red Government. With the first \$3,000,000 check that T. V. got from the Shanghai bankers, Chiang set up a brand-new Nationalist Government of his own, standing for democracy and peace. That was in 1927. It is today that same government which is fighting, with its back to the wall, against Japanese aggression. T. V.'s position in wartime China is a twofold one. He is still the man behind China's dollars, just as his famous brother-in-law is the man behind China's bayonets. But his role has also been political—from the beginning. In 1936, Chiang Kai-shek was kidnaped by "Young Marshal" Chang Hsueh-liang, who (with the blessing of the Communists) was trying to force his victim into a strong attitude toward Japan. T. V. took his own

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At London Economic Conference in 1933, dapper Dr. Soong wrung the idealistic hand of Cordell Hull. Soong's scheme at the moment was to boost U. S. Senator Pittman's campaign for higher silver prices and thereby increase the purchasing power of China.

life into his hands to save the life of his brother-in-law. He jumped into a plane and flew straight into the rebels' headquarters where he obtained Chiang Kai-shek's release by convincing his captors that he and Chiang had never meant to appease Japan and that efforts to prevent them from doing so were therefore superfluous.

It was in that hour that China's united front of merchants, coolies, soldiers and students was born. T. V. emerged as the father of that united front and his formidable personality has held it together. The Red Armies, which keep the Japanese busy with their well-trained guerrilla bands, might have turned against the conservative officialdom of Chungking long ago if it had not been for T. V. They bowed to him because they remembered that he, the "capitalist," had stood for resistance against Japan at a time when his brother-in-law had, in actuality, shown many inclinations toward appeasement. The conservative government officials in Chungking are sometimes difficult for T. V. to handle but they need him today more than ever. As Governor of the Bank of China he rules one of the world's great financial organizations, whose tentacles reach into the distant corners of the globe. His subsidiaries in Singapore, Rangoon, London, New York and Batavia collect the sorely needed pounds and dollars which enable his country to go on fighting. The day T. V. stops collecting those pounds and dollars—and no one else seems able to collect them—Japan will triumph over Asia.

The Mikado's envoys try to lure him

More than once, the Japanese have baited a hook for China's biggest fish. They have worked laboriously to gain T. V.'s "co-operation" in the building of "Greater East Asia." Personal envoys of the Emperor of Japan, among them the persuasive General Matsui, have found their way to his Hong Kong drawing room, where they have talked Pan Asia and Sino-Japanese friendship to him by the hour. T. V. has always listened courteously, but he has always maintained his own position: there is no point in discussing friendship while Japanese soldiers are on Chinese soil and Japanese bombs are killing Chinese men, women and children.

In the ten years of comparative calm that followed China's civil war, T. V., as Minister of Finance, was the vital link between the money-spending machinery of the Government, and the money-making machinery of Shanghai. To please his banker friends, he abolished old-fashioned and awkward monetary standards. He introduced a national currency which, for the first time in history, was accepted all over China. To protect the mule caravans that brought the tax money from the remote interior, he created a special Soong's Brigade which fought off attacking bandits and greedy war lords. The silver got through and T. V., who had to pump most of it into the armies of the Generalissimo, found enough left to surprise the world with China's first balanced budget in 1932. There was hardly a finance minister in the world in those days who could match that feat and Chinese Government bonds jumped 40% on Wall Street. Equally unprecedented was Soong's feat in 1931, when the worst Yangtze flood in modern times drove 25,000,000 people from their homes. With no apparent effort, he produced \$70,000,000 and 1,400,000 coolies for reconstruction work and repaired the damages in record time.

In view of T. V.'s achievements in his post, the cabinet shake-up whereby the Ministry of Finance was taken away from him in 1933

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CHINA'S SOONG (continued)

naturally mystified the outside world. This governmental upheaval was, significantly, the result of a domestic crisis in the fabulous Soong family whose only two obscure members are T. V.'s younger brothers, Tse-liang, an executive with the Bank of China, and Tse-an, now a branch office executive of the Bank of Canton in San Francisco. Shortly after his victory in 1927, Chiang Kai-shek had divorced his first wife and married T. V.'s younger sister, Mei-ling.

This marriage completed the final stage in the Soong clan's rise to prominence. Father Charlie had died in 1919, and Madame H. H. Kung, the oldest of the three sisters, had taken the helm. Madame Sun Yat-sen, the second sister, widow of the "Father of the Revolution," added the monumental background of bygone days of strife. And charming Mei-ling, on the side of the Republic's leading soldier, formed the living link between military and financial power. T. V., the greatest organizing genius of them all, carried in his pocket the key to the silver coffers of the treaty ports. Among them, they held a complete monopoly of power.

Mei-ling's marriage to Chiang Kai-shek strengthened T. V.'s hand. He and his little sister had always been pals. Years before, when she was at Wellesley, while T. V. was at Harvard, she used to ask him to the proms, preferring her brother to other escorts. But not everything was peace and harmony among the Soongs. Madame Sun Yat-sen used to tell her sisters that the Soongs were made for China—not China for the Soongs. And H. H. Kung, the suave YMCA Secretary who, in addition to being one of the 75th lineal descendants of Confucius, was a graduate of Yale, was ambitiously nursing his own career in politics. T. V. and H. H. got along together badly. Their relations were not improved when, on his return from the London economic conference, T. V. found that a family council had put Dr. Kung at his desk in the Finance Ministry. In practice, the change has worked out for the best. As head of the Bank of China, T. V. was better than ever equipped to deal with China's currency problems and, as a Government official, Kung has supplied some of the tact which T. V. so conspicuously lacks. The family breach, however, has endured. T. V. and H. H. (now in Chungking with the rest of the family) are currently not on speaking terms.

He introduces efficiency to China

T. V.'s squabble with his brother-in-law was only one of a series which have helped to create the legend that he is irascible, aloof and hard to get along with. To some extent justified, the legend is also due in part to the unrivaled competence with which T. V. ran first the Ministry of Finance and now the Bank of China. As an efficiency expert, T. V. employs methods which would be unusual anywhere and are unique in a nation where simple competence has been practically unknown for the past 4,000 years. It was his habit in the Ministry, for example, to telephone every one of hundreds of employees at 11 o'clock in the morning to "stand by" for the next four hours. This meant that no one was supposed to leave his office, even for five minutes, without notifying T. V.'s secretary. Everyone had to cancel his luncheon engagements and to stay in his cubbyhole, a prisoner of T. V., until released by another phone call later in the day. Orders of this kind usually went out only under the pressure of emergencies. They produced rich dividends in work accomplished but, like his antipathy toward "the squeeze," they did not tend to increase T. V.'s popularity among his colleagues.

T. V. never gives explanations and never expects them. If a subordinate reports that an order cannot be carried out "because, etc.," T. V. cuts him short and gets another man to do the job. The decoding experts who worked in his house in Hong Kong, finally brought their toothbrushes and asked him for cots and a midnight snack, saying they had decided to stay for a 24-hour day.

The Sisters Soong, in Westernized coolie hats, puzzle even Chinese onlookers. From left, they are Ai-ling ("Pleasant Mood"), Mme Kung; Mei-ling ("Beautiful Mood"), Mme Chiang Kai-shek; Ching-ling ("Happy Mood"), widow of the great Sun Yat-sen.

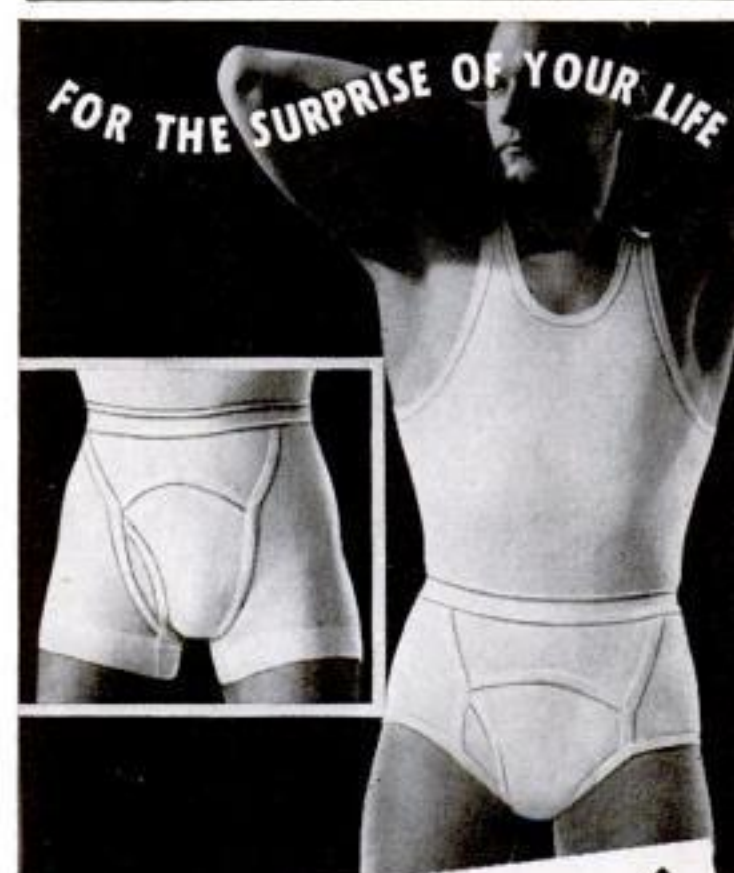


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"BC" quickly soothes headaches, neuralgia and similar pains. It is composed of several prompt-acting ingredients that dissolve quickly and act in a hurry. Use as directed on package and consult a physician when pains persist.

FREE TRIAL: For free sample, write B. C. REMEDY CO., Dept. I-22, 551 Fifth Avenue, New York City.

ON SALE EVERYWHERE — 10¢ & 25¢



Smilingly, he complied and took to sitting around their desks in his pajamas at odd hours of the night, urging them to work faster.

If T. V.'s disciplinary methods have made him few friends at home, they have made him valuable ones abroad. When, for instance, Secretary Morgenthau wants to know what has happened to a Chinese tung-oil shipment overdue for six months, he may radio the Chinese Government authorities and receive a polite answer only after another six months have elapsed. On the other hand, he may cable Soong and have the answer on his desk the next morning.

Occasionally, of course, the whole business becomes confused with the old Chinese question of "face." On these occasions T. V.'s system is apt to backfire as it did in 1938 when, after the first setbacks of the current war, his younger sister, Madame Chiang Kai-shek, resigned as head of the Chinese Air Force. T. V. took over, determined to reorganize China's only weapon of attack. He went through the files and found that aviators had been hired not because they were good aviators, but because they were somebody's nephew or son. He asked what had happened to 50 Curtiss Hawk planes which he himself had bought in 1936, and was told that the pilots had refused to take them off the ground because they had not been given their customary "squeeze." In patriotic anger, T. V. felt obliged to resign.

Soong's extraordinary house on Hong Kong's Repulse Bay, which he bought at the beginning of the war, soon became the great listening post of fighting China. There, protected by his own bodyguards and by British secret police, he directed the intricate economy of a country at war until he crossed the Pacific by Clipper last summer. Politicians, financiers, generals, foreign and Chinese diplomats who came to see him found an immense living room full of rare knick-knacks, jade, rich brocades and massive furniture on a dazzling dragon carpet. In one corner is a large, new American radio, complete with short-wave dial. On top of the radio is a slightly faded photograph of the President of the U. S., with a dedication "to my friend T. V. Soong. Franklin D. Roosevelt." Above the radio and above the photograph hangs a streamlined and extremely modernistic terra-cotta head of the Virgin Mary.

The heterogeneous Western paraphernalia in the Soong drawing room is less an expression of Mme Soong's taste in interior décor than of T. V.'s political philosophy. Molded, even more than his father, by the influence of two hemispheres, T. V. believes with bitter sincerity that in the world's present confusions, China's place is on the side of the democracies of the West. "As the wars in Europe and in Asia drag on," he says, "it becomes more evident every day that they are parts of one great struggle—the struggle of democracy against totalitarian aggression. In this struggle China fights on the side of the democracies. Her fight is not of secondary importance; it is as vital to the cause of freedom as the battle of Europe." T. V., who once prevented China from falling prey to Soviet intrigues, spares no effort today to keep her from falling prey to the Axis, and T. V.'s person is still the greatest single asset behind China's credit.

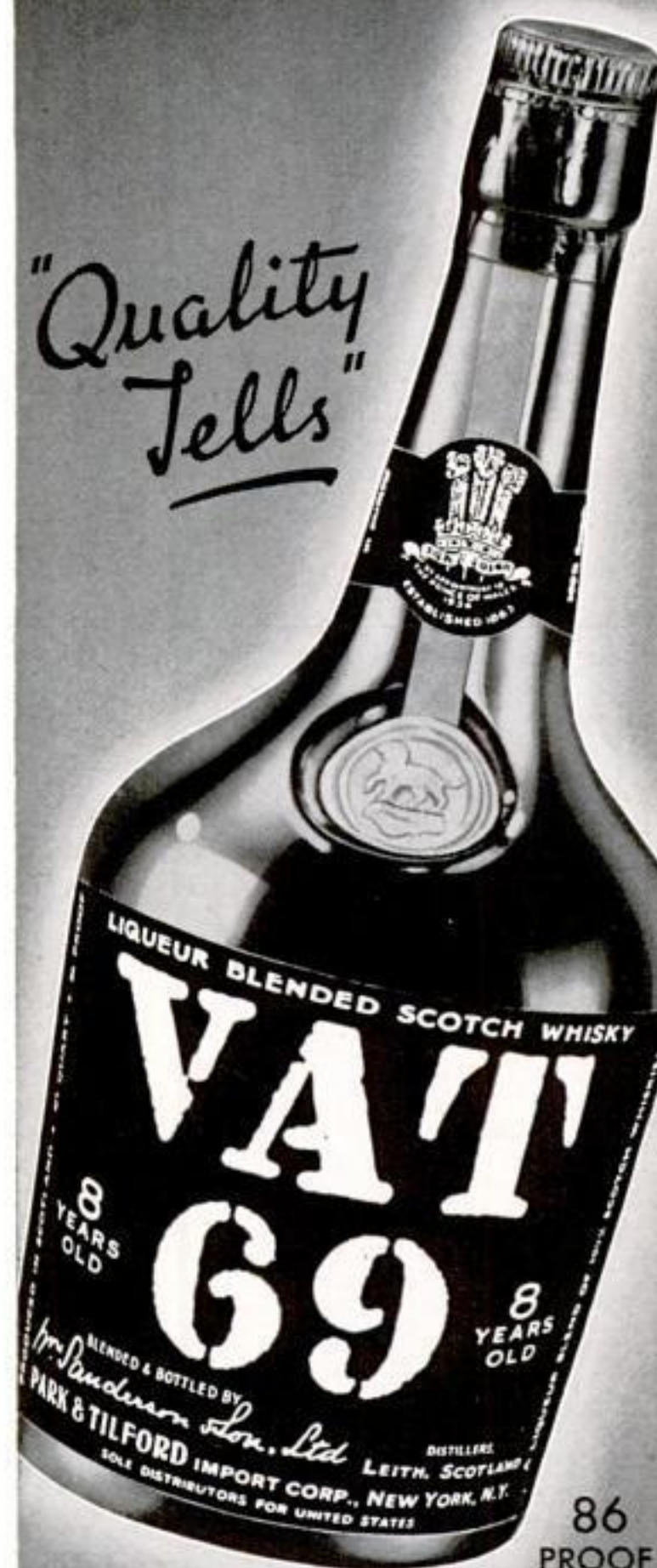
Recovering from grippe in New York last week, T. V. Soong hoped to finish up the details of his Washington mission as soon as possible and start back to Chungking. Getting \$100,000,000 from the U. S. was a big job but there may be bigger ones waiting for him in the near future. Last fortnight, Japanese units raided the South China coast, temporarily closing to international traffic heretofore neglected ports. Transportation over the two remaining arteries, the often-bombed Burma Road and the sea-rail-truck route through Vladivostok and Mongolia, remain, at best, precarious. And last week Chiang Kai-shek publicly admitted that, as he was having trouble with the Communists, some doubt had arisen about the United Front remaining united. T. V., it seemed, was needed once more in his old role as promoter and peacemaker.

Soong sisters inspect the good earth. The reunion of all three sisters is a symbol of united, embattled China, since Mme Sun Yat-sen long exiled herself, convinced that her sisters' husbands had betrayed Sun's revolution by breaking with Communism.



*It's smart
to ask for*

**VAT
69**



*No.1 in
Taste!*

**8 YEARS OLD
BLENDED SCOTCH WHISKY**

**PARK & TILFORD
IMPORT CORP., NEW YORK, N. Y.**

**TELL ME ANOTHER AND \$5.00
— Says KLEENEX...**

We will pay \$5.00 for every
"Kleenex True Confession" pub-
lished. Mail to KLEENEX, 919 N.
Michigan Avenue, Chicago, Illinois

I WAS A Redskin...

UNTIL I STOPPED USING THOSE
HARSH, SCRATCHY TISSUES AND SWITCHED
TO KLEENEX, THE SOFTER TISSUE THAT
NEVER IRRITATES DELICATE SKIN.

(from a letter by M. B. S., Duluth, Minn.)

AT THE IRONING, BORED...

IMAGINE! AN EXTRA
HOUR OF IRONING
'CAUSE MY FAMILY USED
HANDKERCHIEFS DURING
COLDS! NOW WITH
KLEENEX THERE'S
NO MESSY HANKY
WASH FOR ME.

(from a letter by H. M.,
Continental, Ohio)

I had the "Blues"...

BECAUSE MY FOUNTAIN PEN USED TO
SPILL INK ALL OVER ME. BUT SINCE
I LEARNED TO KEEP IT CLEAN WITH
KLEENEX, MY TROUBLES ARE OVER.

(from a letter by H. J. P., Chicago, Ill.)

Don't put a Cold
in your Pocket...

Use KLEENEX*

KLEENEX* DISPOSABLE TISSUES (*Trade Mark Reg. U. S. Pat. Off.)

A MARK OF IDENTITY

ADVERTISED IN
LIFE

For your convenience... this mark of
identity in a store quickly calls atten-
tion to LIFE-advertised products.



Frank MEDICO

Filtered Smoking in FRANK
MEDICO Pipes, Cigarette or
Cigar Holders is bringing
extra joy to vast armies of
smokers. It's the wisest
dollar you ever spent.

\$1
Finest
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Money
Can Buy

GENUINE
FILTERS
FOR
MEDICO
PIPES
PACKED
ONLY IN
THIS RED
& BLACK
BOX



MOVIES



THE JEETER LESTERS IN THE MOVIE VERSION: LEFT TO RIGHT, STANDING, LOV,

TOBACCO ROAD

The family portrait above shows what happened to the Jeeter Lester fam-
ily of *Tobacco Road* when, after seven years on the stage, it moved to
Hollywood. Since the movie has been shown in 115 cities and the play in
320, a good many Americans can now make comparisons. They will note,
first of all, that the Hollywood Lesters are inordinately plump for starving
hookworm victims from the Georgia backwoods. Then Ellie May has lost
her harelip and become, except for a few make-up smudges, a typical
Zanuck starlet. Pearl has disappeared. In her place is a rabbit Keystone

Science
Gives You a BASEMENT
FLOOR PAINT

"That
Stays
Put"



**TRUSCON
PARATEX**

NEW, AMAZING RUBBER-BASE FLOOR PAINT

THERE'S nothing like this new rubber-
base coating for basement floors or any
other kind of floors—indoor or out, con-
crete or wood. Acid-proof, alkali-proof,
soap-proof, gasoline-and-oil-proof. Has all
of rubber's resistance to wear, moisture and
chemicals. And, like rubber, it's easy to
keep clean. Tough and long-wearing, it far
outlasts ordinary paint. Easy flowing—easy
brushing—quick drying. Comes in six beau-
tiful colors. Economical. Desirable territories
open for dealers and sales representatives.

TRUSCON LABORATORIES
Department P-15 Detroit, Michigan

Send me literature and color card on PARATEX.

Name _____

Address _____

City _____ State _____



ELLIE MAY, ADA, DUDE, SISTER BESSIE. SEATED, JEETER, GRANDMA, PEABODY

IN THE MOVIES IT GETS A SCRUBBING AND COMES OUT A SENTIMENTAL FARCE

Comedy character (right) who just looks frightened and runs. For background, a Louisiana plantation manor has been transferred to a country where none exists.

There are other changes. *Tobacco Road's* salty talk has been sweetened by the Hays office. Its sex scenes have been diluted. Its savage, often tragic comedy has been softened into sentimental farce, with Dude toppling over natives with Bessie's new car, Jeeter waxing whimsical with an electric light in an Augusta hotel, Ma and Pa shuffling over a real hill to the poorhouse.

*Darling:
Please wait
for me—
Your loving
Draftee*



◀ Look at this photo of Bill. That wild hair! Same old story, he uses water to comb it and water washes away natural oils. Pity he didn't use Kreml before having a picture taken intended to keep me interested.

Every time I look at Craig's picture, I wonder whether the boys in camp will kid him out of that greasy goo that plasters down his hair like a gigolo's. Maybe he'll get wise to Kreml, but I'm afraid I can't wait.



◀ Poor Bob. He was always sensitive about going bald so young. Maybe because he looks so much older than he is, he'll be a major sooner. But not my major. Too bad—it's too late for Kreml or anything else.



Nature blessed Jerry with a fine head of hair and Kreml keeps it looking its natural best. No question mark could lurk in the heart of a girl with a photo like this for company. I'll answer Jerry's letter tonight.

DON'T soak your hair with water to comb it. Don't plaster it down with greasy, sticky goos. Use Kreml, the famous tonic-dressing that keeps hair looking its natural best.

Kreml also removes ugly dandruff scales, stops excessive falling hair, relieves itching scalp.

Women tell us Kreml puts hair in splendid condition for permanents—makes permanents look lovelier.



Kreml Shampoo is a splendid ally of Kreml Hair Tonic. Made from an 80% olive oil base, it cleanses thoroughly, rinses out quickly, leaves hair soft and easy to manage.

KREML



REMOVES DANDRUFF SCALES — CHECKS EXCESSIVE FALLING HAIR

NOT GREASY—MAKES THE HAIR BEHAVE

GERMAN CRUISER IN NORWAY IS SUNK BY BRITISH BOMB

These are the first publishable pictures showing a major warship sinking from the effects of a bomb. The ship is the German light cruiser *Königsberg* lying in the harbor of Bergen, Norway, at the Norwegian-American Line pier. It had put into Bergen April 10, after being hit by a torpedo from a British submarine

in the seas off Norway. Toward nightfall a British bomber, probably a dive bomber of the Fleet Air Arm, swooped on the *Königsberg*. Its bomb hit the *Königsberg* squarely amidships. The sinking took about ten minutes, and its various stages were photographed from a window of a house overlooking the harbor.



1 SMOKE COLUMN SHOWS WHERE GERMAN CRUISER "KÖNIGSBERG" WAS BOMBED



2 HIT CRUISER BACKS AWAY FROM PIER PROBABLY TO SAVE PIER FROM FIRE



3 THE MAST OF THE "KÖNIGSBERG" HEELS OVER SHARPLY AS IT HEADS DOWN



4 BURSTING BOILERS ADD LIVE STEAM TO THE BLACK SMOKE OF THE FIRE

CONTINUED ON PAGE 103

To meet a Need means more to us than just to meet a Price

WE BUILT the first low-cost car because there was no such car then and many people needed one. And it is the need of the average family for better and better cars that keeps us a great institution.

Examine the present Ford and you see that its low price is no index to the kind of *value* in the car. If appraised according to prevailing

standards for cars with similar elements of design, it would sell for considerably more.

Our fine-car engine design, the size of our hydraulic brakes and the quality of many parts which the owner may never see—all are characteristic of cars much higher-priced than ours.

We do not *have* to use these things in Ford cars just to meet the standards of our

"price class." We use them because they make a better car, and because our Ford plant and Ford method enable us to include them without added cost to you.

Measured against the needs of its times, the present Ford is the best we have built.

Its size, comfort, beauty and quality put a peak to 38 years of making *extra-good* cars.



Some Ford Advantages for 1941:

NEW ROOMINESS. Bodies are longer and wider this year, adding as much as seven inches to seating width.

SOFT, QUIET RIDE. A new Ford ride, with new frame and stabilizer, softer springs, improved shock absorbers.

POWER WITH ECONOMY. This year, more than ever, Ford owners are enthusiastic about the economy and fine all-round performance of Ford cars.

BIG WINDOWS. Windshield and windows increased all around to give nearly four square feet of added vision area in each '41 Ford Sedan.

LARGEST HYDRAULIC BRAKES in the Ford price field, give added safety, longer brake-lining wear.

GET THE FACTS AND
YOU'LL GET A FORD!





Lotte Lehmann as Elizabeth in Tannhäuser, an original painting for Columbia Records by Carl Erickson

Lotte Lehmann PRESENTS

THREE VERY WELCOME BOUQUETS TO THE MAKERS OF COLUMBIA MASTERWORKS

"I suppose it's 'news' when an *opera singer* throws bouquets. But if you had watched, as I have, the exciting things the new Columbia record company has been doing in the last two years, I'm sure you would join me.

"My first bouquet goes to Columbia for the superb group of artists and orchestras they have rapidly gathered together.

"Seven of America's ten great orchestras—Leopold Stokowski conducting The All-American Youth Orchestra, the Philharmonic-Symphony Orchestra of New York, the CBS Symphony, the Chicago, Cleveland, Minneapolis

and Pittsburgh Orchestras... all in two years!

"My second bouquet is for the unbelievable technical magic that Columbia's engineers have created. As a result, Columbia now offers the world's immortal classics on records so marvelously free from surface noise that they simply would not have been possible two years ago.

"My third bouquet (and it's definitely orchids) goes to Columbia for being the first to lower classical record prices. Through it, they have brought fine recorded music to millions who never before could afford it. And to me that is the grandest contribution of all!"

Four Great New Columbia Releases

STRAVINSKY'S "LE SACRE DU PRINTEMPS"

The Philharmonic-Symphony Orchestra of New York, the composer conducting.

One of the greatest living modern composers brings you his own interpretation of his finest work.

All the fire and inspiration of Stravinsky's thrilling score are here—brilliantly played by one of the finest symphonic organizations of all time... and faultlessly recorded.



Four 12-inch Records, Set 417... \$4.50*

CESAR FRANCK'S SYMPHONY IN D MINOR

Dimitri Mitropoulos conducting the Minneapolis Symphony Orchestra.

Perhaps no conductor ever won such instant acclaim from critical New York audiences as Dimitri Mitropoulos in his recent Philharmonic concerts.

If you have never experienced the dynamic power of a Mitropoulos interpretation, be sure to hear this superb new recording of Franck's majestic D Minor Symphony soon.

One of the month's musical "musts."

Five 12-inch Records, Set 436... \$5.50*

TCHAIKOVSKY'S "PATHETIQUE" SYMPHONY

Leopold Stokowski conducting The All-American Youth Orchestra.

"Standing Room Only" has always been in order when the "Pathetique" was part of a Stokowski concert. In fact, probably no other Stokowski interpretation is so popular.



And Stokowski gives the most dynamic of all his readings in this passionate performance with The All-American Youth Orchestra.

We feel that Columbia's engineers should take a bow, too. For the amazingly perfect reproduction of these records makes them a real tribute to the technical superiority of Columbia Masterworks.

Six 12-inch Records, Set 432... \$6.50*

BEETHOVEN'S QUARTET NO. 14 IN C SHARP MINOR by the Budapest String Quartet.

What names these are! The Quartet in C Sharp Minor—beyond a doubt the greatest of all Beethoven's Quartets, incredibly beautiful music. And the Budapest players—peerless, perfect, internationally acclaimed by critics and audiences the world over for their superlative musicianship.

Don't miss this glorious recording!

Five 12-inch Records, Set 429... \$5.50*

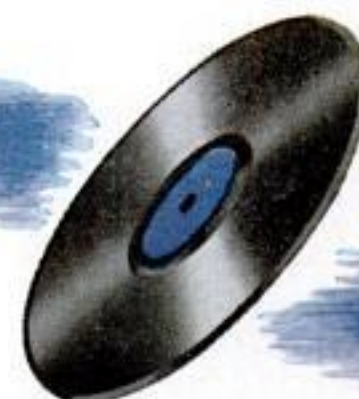
*Available in automatic sequences.



Columbia

MASTERWORKS RECORDS

COLUMBIA RECORDING CORPORATION A SUBSIDIARY OF COLUMBIA BROADCASTING SYSTEM, INC.





5 A GASP OF SMOKE, FIRE, STEAM, WATER USHERS SHIP DOWN 40 FT.



6 SUNK HULL BLOCKED THE DOCK BUT HAS NOT YET BEEN RAISED

Pour GLENMORE *..you get more*

Highballs may look alike. But, Sir, they don't taste alike. It's the whiskey that's poured that makes some worthy and others wanting. And it's character that makes a whiskey worthy. Now in Old Kentucky, the character of our fine Glenmore liquor is a tradition that has been maintained by the same family for 69 uninterrupted years. No other whiskey anywhere has been so favored. And from no bottle at any price can you pour a Bonded Bourbon so distinctively flavored, so mellow, rich and smooth as our own Glenmore.

GOLD LABEL
BOTTLED IN BOND
100 PROOF

ONE QUART
100 PROOF

Glenmore
BOTTLED IN BOND
KENTUCKY
Straight
Bourbon
Whiskey

DISTILLED & BOTTLED BY
GLENMORE DISTILLERIES CO. INCORPORATED
OWENSBORO, KENTUCKY

● GLENMORE is also available in 90 proof. This whiskey is 4 years old. Ask for SILVER LABEL.

FROM THE DISTILLERY WITH

MORE THAN A MILLION BARRELS EXPERIENCE

TO YOU WHO INHALE

(All smokers do—sometimes!)

When you inhale, exposure to irritation increases. So—choose your cigarette with care! Read what eminent medical authorities found about five leading brands of cigarettes.

On comparing . . . *four other leading brands were found to average 235% more irritant than the strikingly contrasted Philip Morris—and, the irritation was found to last more than five times as long!*



FOR PLEASURE WITHOUT PENALTIES—Call for Philip Morris!

Especially when you inhale—full enjoyment of the world's finest tobaccos—with no worry about throat irritation. Superiority for the nose and throat recognized by eminent medical authorities. No other cigarette can make that statement!

CALL FOR PHILIP MORRIS

**AMERICA'S FINEST
CIGARETTE**



CREATORS OF FAMOUS CIGARETTES FOR 93 YEARS, ALWAYS UNDER THE PHILIP MORRIS NAME



An old familiar pose, suggesting happy mermaid on the rocks, still seems natural to Annette Kellerman. Here she is about to go for a swim. She swims almost every day.

AT 53, ANNETTE KELLERMAN STILL LOOKS FINE IN A ONE-PIECE SUIT

It would be a sad surprise to many middle-aged LIFE readers to discover how many young Americans today draw a blank at the mention of the once-magic name "Annette Kellerman." This younger generation just doesn't know how much Kellerman meant to American males 25 years ago when she was the female figure incarnate, the wonderful woman in the one-piece bathing suit.

Annette Kellerman, an Australian girl, was a fine swimmer and diver. As heroine of two early movie spectacles, *Neptune's Daughter* (1914) and *A Daughter of the Gods* (1916), she did most of her acting in and under water and on beaches. In one scene she ran through the woods in a white bathing suit and to many an awed adolescent it looked as if she had nothing on at all. Outside movies, Kellerman starred in stage water spectacles, climaxing her performance with a 75-ft. dive into a shallow tank.

Happily, LIFE's Photographer Wallace Kirkland remembers Annette Kellerman. When he was covering Australia (LIFE, March 3), Kirkland heard that Kellerman was again living in Australia and was still something to see. He found her still able to make a good impression in a one-piece suit. She is now 53 but doesn't look it when she assumes her arms-over-head stance (*opposite page*). Married to her former manager, she does no professional swimming but swims for fun all the time. Australians, who love to swim, are very proud of Annette Kellerman and continually hold her up as an example of what swimming can do for a woman.

The water ballet, which made Annette Kellerman the Eleanor Holm of her day, is still her favorite art form. Here she is teaching five Australian society girls a routine.





"FOR A BREAKFAST TREAT
YOU JUST CAN'T BEAT
THAT OLD FASHIONED FLAVOR!"



Here's What We Do to Give You that Real Old-Fashioned Flavor

A LOT of folks are pretty curious about how we get that real old-fashioned flavor in our Log Cabin Syrup. Well, it starts with an old-fashioned recipe . . . a delicious blend of pure cane sugar syrup and choice maple syrup. And we pick out not just one, but TWO kinds of choice maple. One is the mellow, golden New England kind. The other is the marvelous syrup that comes from 'way up North in Canada, where the sap runs rich and extra flavory.

Then we *blend* our choice maples with just the right amount of cane sugar syrup to give delicate flavor. And we do this in the *old-fashioned* way, in small batches. We don't believe in making syrup in huge

quantities. It takes our "small batch" method to insure the fine, rich flavor of Log Cabin Syrup.

HOW WE TEST OUR SYRUP

After making Log Cabin the old-fashioned way, we test it by the finest modern methods, to make sure every batch is just right. We make 24 tests, in all . . . for quality . . . for purity . . . for sugar content . . . for color . . . and of course, for flavor. We keep a three-man taste board on the job. Lucky fellows, those three!

We do all this so Log Cabin will give you that delicious *old-fashioned* flavor. Try Log Cabin on waffles or pancakes tomorrow morning. You'll like it!





U. S. ARMY STAGES A SHOW FOR THE BENEFIT OF SENATORS, CONGRESSMEN

There is nothing that top-ranking Army officers fear more than a Congressman or a Senator. Whenever the Army makes a mistake, some Congressman is sure to raise a rumpus. He may even threaten an investigation or refuse to vote military appropriations.

One device the Army uses to keep in good with Congress is the Army show held Friday afternoons during the winter at Fort Myer, just outside of Washington, D.C. To this show are invited all Congressmen and Senators, especially the members of the House and Senate Military Affairs Committee. Along with military attachés of foreign governments, visiting Army and Navy officials and some 1,500 interested U.S. citizens, the Congressmen see an exhibition staged by crack detachments of infantry, engineers, artillery and cavalry from Fort Myer and the nearby posts at Fort Belvoir and Fort George Meade. For 90 minutes, soldiers do acrobatic stunts on horseback, ride caissons and tanks madly around the armory ring, make an unholy din firing guns and trench mortars and exploding hand grenades. After it is over, the Congressmen leave with their ears ringing, convinced that the U.S. Army is in the best of all possible shapes.

LIFE recently sent Photographer Gjon Mili to one of these Fort Myer shows. His pictures, taken with a fast-action camera, are shown here. Most sensational stunt of all is at the left. Riding three galloping horses, six cavalymen have formed a pyramid. Precariously balancing on the rumps of the horses and on the shoulders of the riders, two of the soldiers have stood up. Now, as the horses approach the box where the Congressmen are sitting, the last man, who has been lifted on his comrades' shoulders, smartly comes to a salute.

The most down-to-earth part of the whole show was the infantry exhibition which is shown on next two pages. After a preliminary demonstration of weapons like Garand rifles and Browning machine guns, two "armies" staged a mock battle. The "terrain" was the Riding Hall floor, camouflaged with pine trees and houses. With much booming and rattling of guns, one army drove the other army into a retreat, chased it right out of the Riding Hall.



Horses, caissons and guns rumble around the floor in an artillery battery drill. This is a fast dangerous maneuver. Sometimes horses are killed and soldiers are injured.

CONTINUED ON NEXT PAGE

GET ON THE
Brighter
SIDE OF
HOUSE CLEANING

UPHOLSTERY WALLS
Furnished with Complete Set of Cleaning Tools
DUSTING

HAMILTON BEACH

The Cleaner with Magic Fingers

Do you still look at housecleaning as a dull, tiresome task? Then be ready for a happy surprise when you try this easier-to-use cylinder cleaner by Hamilton Beach. It makes quick, easy work of all your cleaning and dusting from floor to ceiling . . . brings out the hidden beauty in your home.

You'll like the way its exclusive floor nozzle with Magic Fingers picks up lint, hair, threads . . . gets embedded dirt from rugs and carpets. Quickly and thoroughly its many other tools whisk away dust from bare floors, upholstery, walls, curtains, lampshades, and scores of other places once so hard to clean.



The Hamilton Beach has a Suction Regulator for safe cleaning of delicate fabrics . . . it rides on swivel wheels for easier handling and is quality-built throughout for years of trouble-free service. Attractively finished in chromium and platinum grey. With complete set of tools, \$59.50. See it at your dealer's today.

Hamilton Beach Company, Racine, Wisconsin
Division of Scovill Manufacturing Co.

Makers of the Quality Hamilton Beach Food Mixer

Hamilton Beach Floor Cleaners . . . with motor-driven beating brush action . . . come in three models, priced from \$29.90. At your dealer's.



HOW TO BE *Lucky at Cars*

If you can't match the performance and economy of your "lucky" friends' cars . . . don't envy them. Join them!

Clean, tight engines are smooth, economical and snappy. Keep yours that way and you'll be a lucky driver, too!

HOW TO DO IT

Sludge makes engines dirty. Wear makes them loose. The kind of oil you use has a lot to do with both wear and sludge.

One Pennsylvania oil has a particular reputation for keeping motors clean and tight—wear-free and sludge-free—for their lucky owners. It's PennZoil. To get it, be sure you . . .

*Sound the "Z" for this
top PENN^{SVL} OIL*



"Z"man DIRECTORY SERVICE

For the location of your dealer, just call the number listed under PennZoil in the yellow pages!

Member Pa. Grade Crude Oil Ass'n Permit No. 2



Why the "Z" Trumps Engine Trouble

It's hard to take some trouble-breeding elements from oil. PennZoil's 3 extra refining steps erase stubborn impurities other processes don't budge.



Army show (continued)



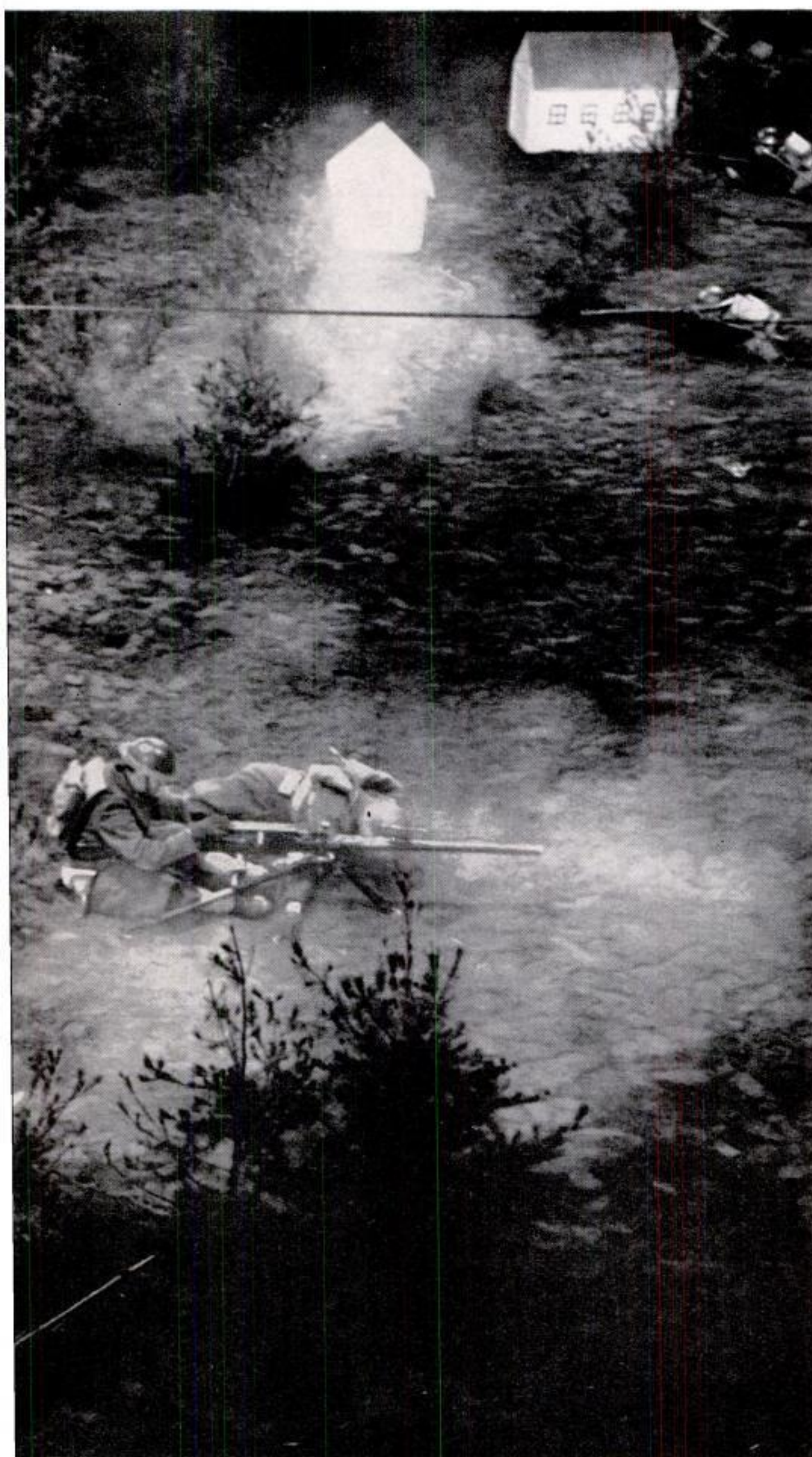
"Night," signified by a black screen and a sign, signals the beginning of the mock infantry battle. Under the cover of darkness, the two opposing armies take up positions.



The battle rages in full fury, while a pall of white powder smoke hangs over the Riding Hall terrain. Rifles, machine guns, trench mortars and hand grenades are all going.



At "dawn" the fighting begins. Soldiers have set up machine-gun nests, put snipers in position, shot down enemy scouts. The little houses represent country villages.



ing off. Already the "red" army at the left is beginning to drive forward against the "blue" army out of sight at the right. Battle does not take more than about 10 min.

CONTINUED ON NEXT PAGE



*A rich perfection
that only Nature rivals!*

As the gardenia is
the symbol of perfec-
tion in flowers — PM
De Luxe has come to
be the symbol of per-
fection in whiskies.

Always remember
to ask for

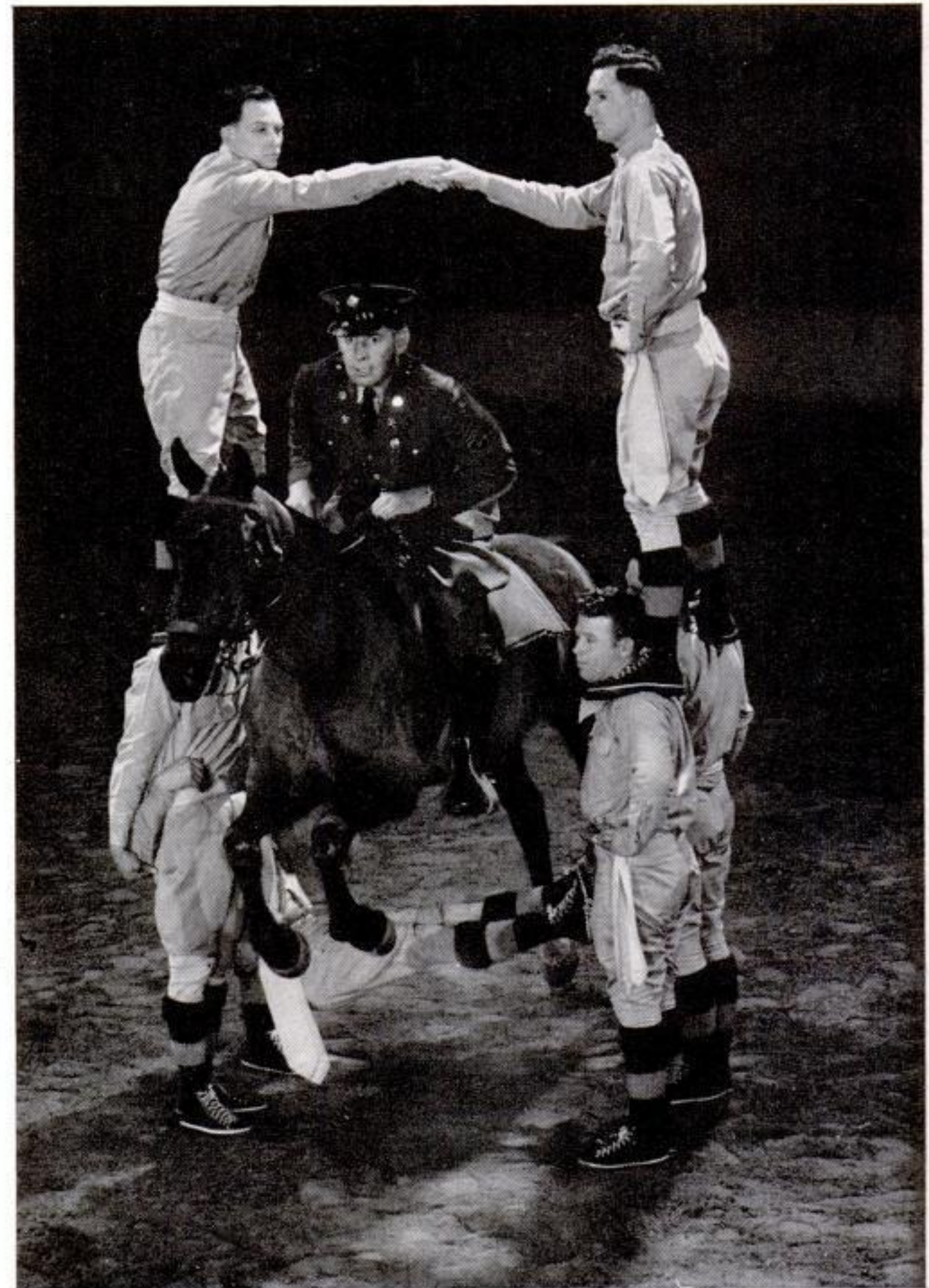
pm

*Two letters that
made a great name
for themselves!*

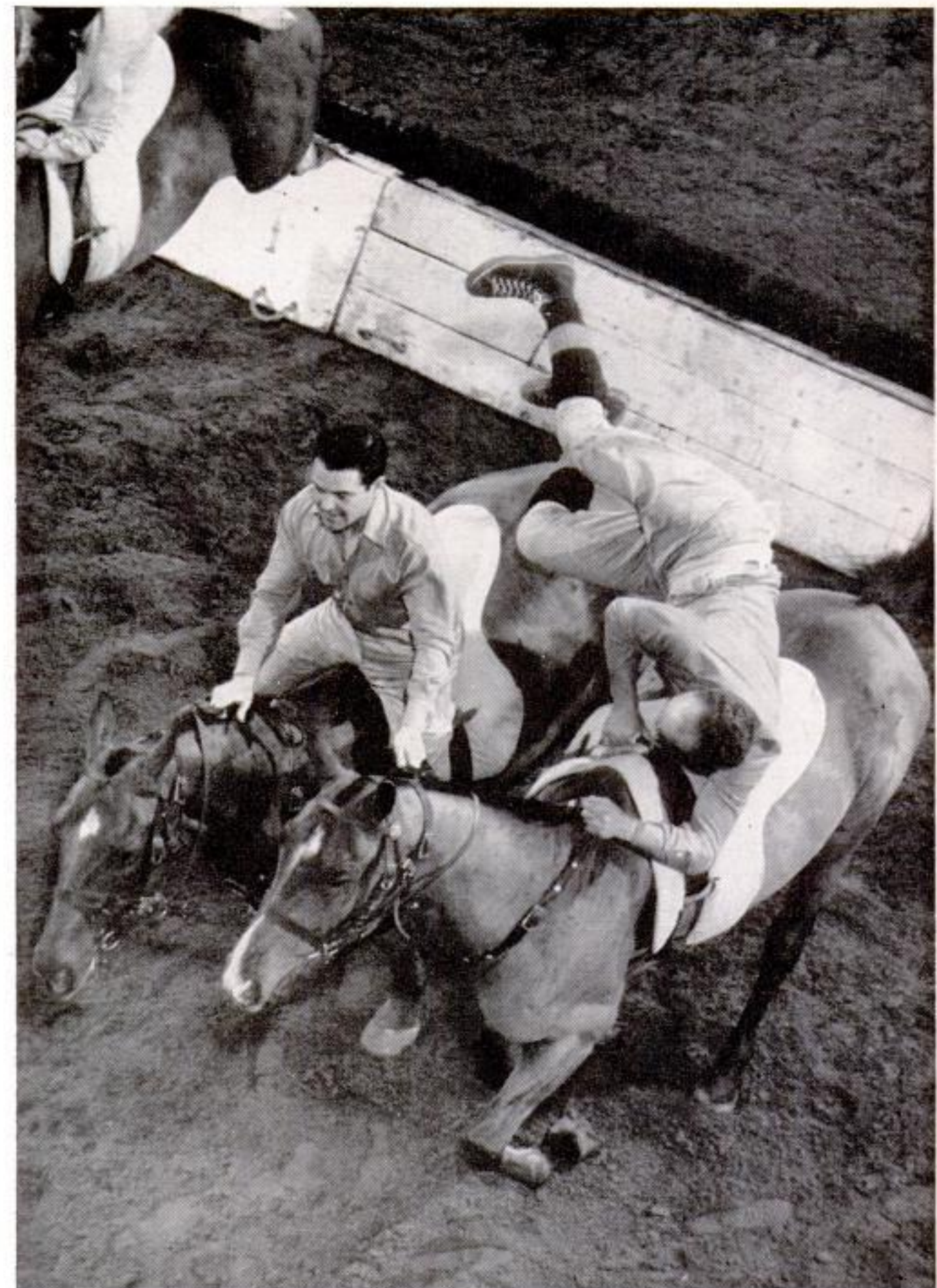


RYE OR BOURBON

National Distillers Products Corp., N. Y. 90 Proof. 49% grain neutral spirits.



Through a human hoop jumps First Sergeant Krebs of the 3rd Cavalry at Fort Myer. Least sought-after job in the troop is that of the soldier over whom the horse jumps.



Over one horse, onto another, vaults Sergeant Carey. Starting at sidesaddle, he has hit ground and swung into air as horse jumps hurdle. He will land on horse at left.

CONTINUED ON PAGE 113

Cream of Kentucky

THE "DOUBLE-RICH" BOURBON

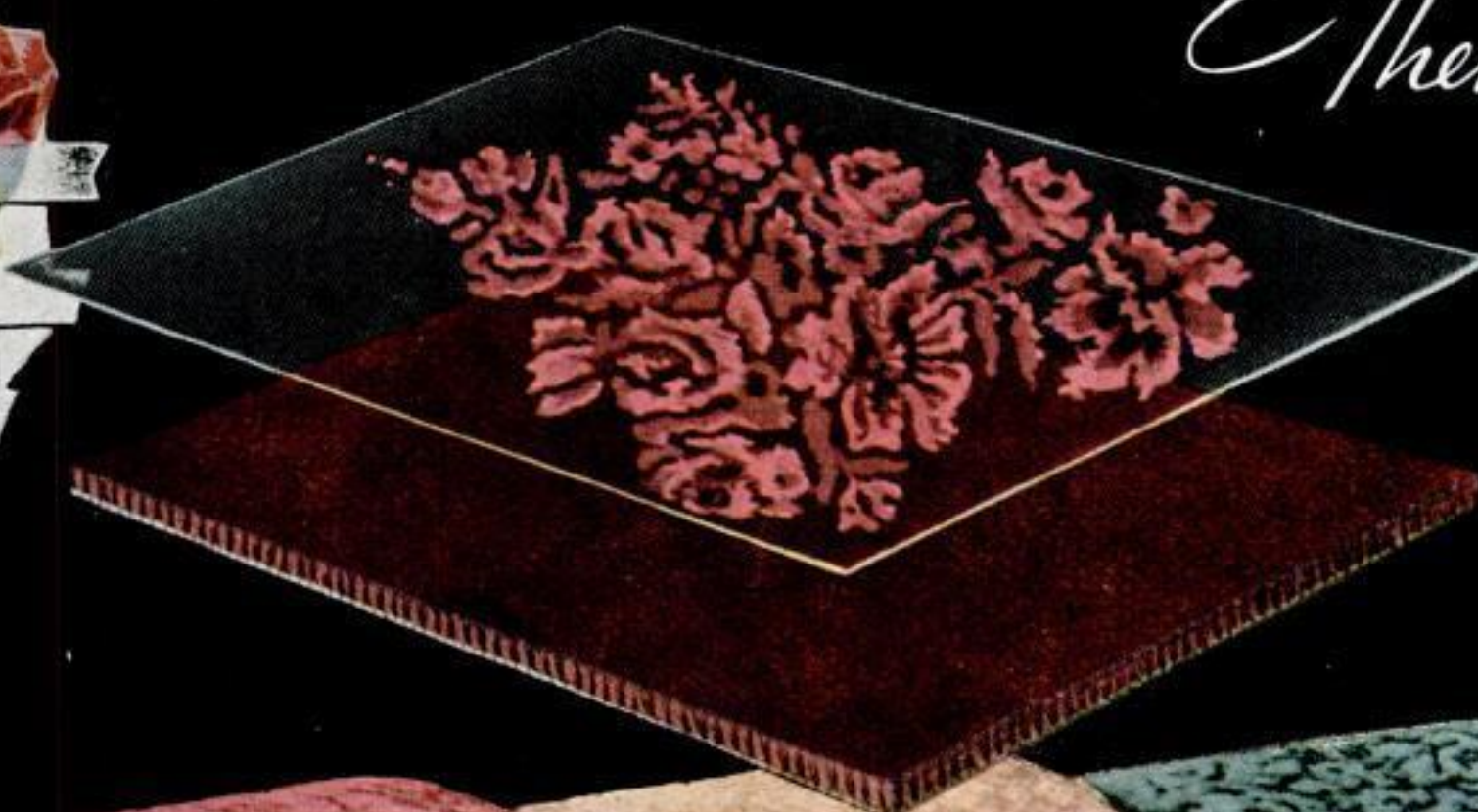
The purple-and-gray colors carried by Moonraker... famous Kentucky thoroughbred of "Double-Rich" quality

Play the Favorite... for "Double-Rich" Pleasure!

Way out in front of the fine Bourbon field is Cream of Kentucky—the world's largest selling straight Bourbon whiskey. Bred of the finest grain in the Bluegrass... with water from a special spring of century-old fame for making extra rich Bourbon... "trained" by Kentucky's premier Bourbon distiller. Taste what "Double-Rich" means to you—in extra flavor and smoothness

90 proof. Copr. 1941, Schenley Distillers Corp., N.Y.C.

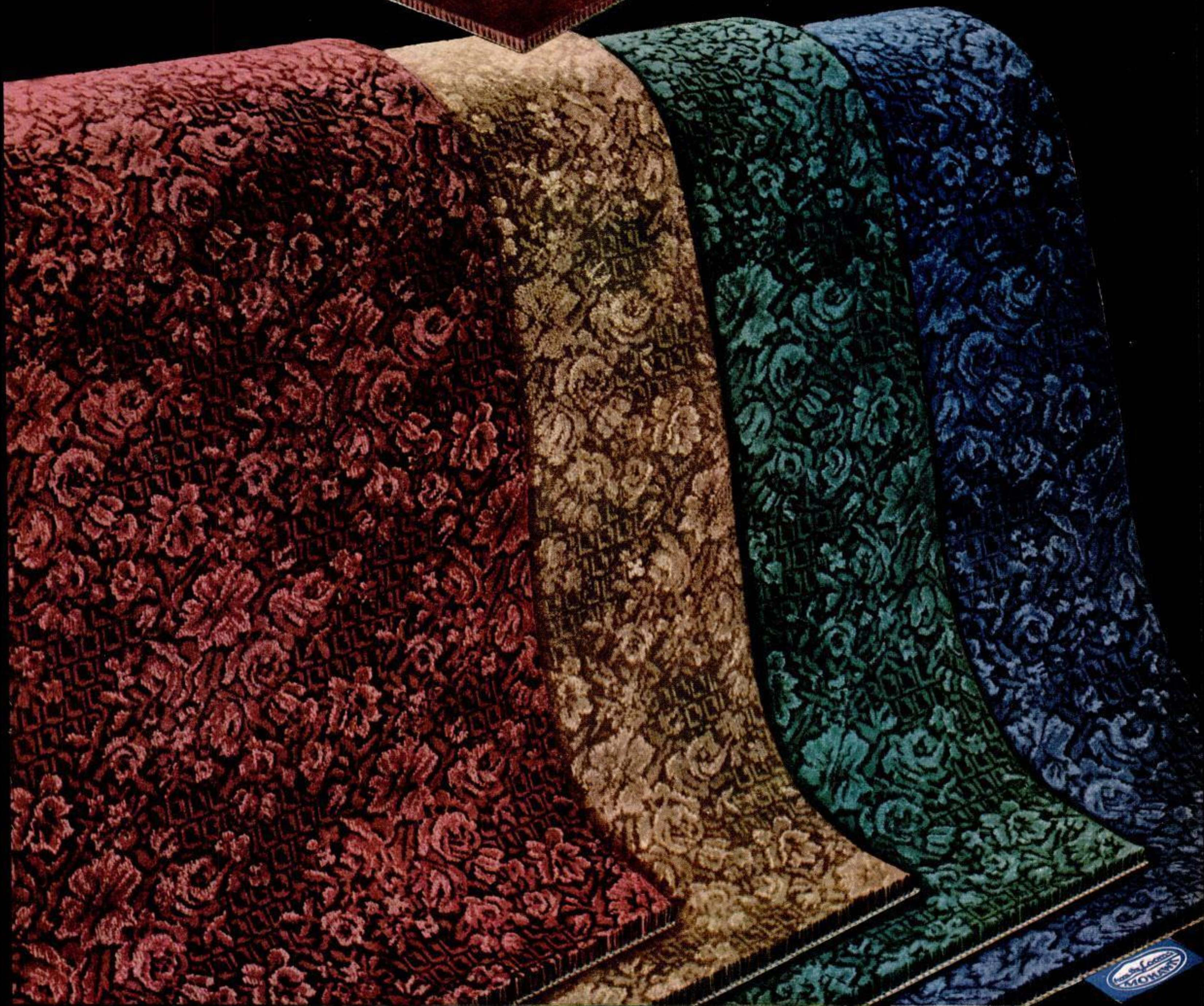




*Theme Inspired on
Foundation Colors*

MOHAWK

RUGS *and* CARPETS



Palatine

another new and splendid Wilton from looms long famous for fine Wiltons. And, Mohawk designers created them in "Foundation Colors" so you need not worry or wonder if your choice is right. Yes... Foundation Colors! Almost like magic, Palatine Wiltons blend in color with the color scheme of the rooms they decorate. They are perfectly at home in an 18th century room, but they're flexible enough, beautiful enough for any period. In self-toned designs Palatines are soft underfoot... easy on your purse.

Climbing roses... those riotous, rambling roses that weigh the trellis down... theme-inspired our Palatine Wiltons, woven in lovely Foundation Colors. Shown here... Pattern 88201 in Burgundy, Woodtone, Green, Blue.

"A Million Color Combinations"

MOHAWK COLOR SELECTOR AND MOHAWK COLOR GUIDE

Both for 25c... Created exclusively for Mohawk by Lurelle Guild, noted color authority... You can't go wrong in your color choice for rugs, walls, draperies, upholstery with these to guide you! Decorators pay \$7.50 for similar guides. Send only 25c today to Dept. A, Mohawk Carpet Mills, Amsterdam, N.Y.



Studebaker introduces 3 new money-saving trucks!

Matchless gas economy! Top quality in lowest price field!

CHASSIS
PRICES BEGIN AT

\$516

DELIVERED AT FACTORY
SOUTH BEND



STUDEBAKER DELUXE COUPE EXPRESS, ILLUSTRATED, \$689 • STANDARD MODEL, \$664

Prices delivered at factory, South Bend, Ind. Bumper guards and white sidewall tires extra

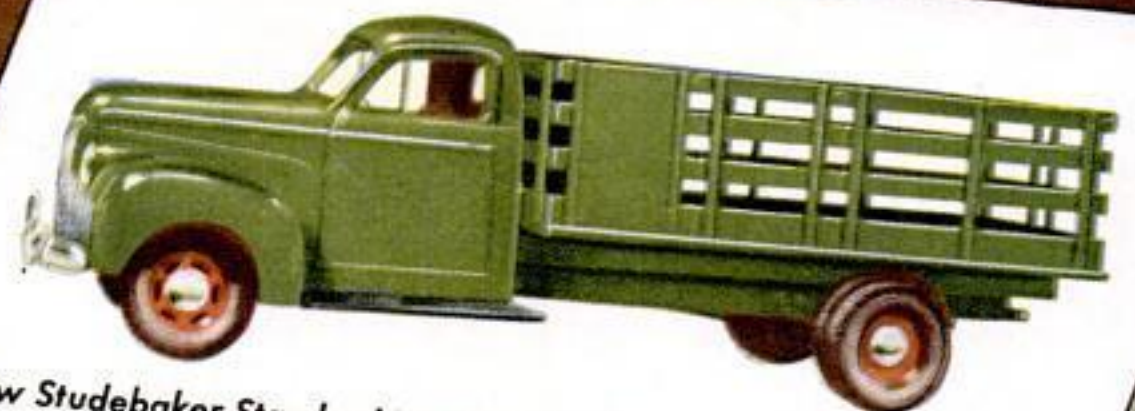
A challenge to the most economical truck you are operating!

THIS brand-new, fast-stepping Studebaker Coupe Express is the brilliant answer of Studebaker's engineers to the problem of reducing commercial car operating expense to present day standards.

Here's a tremendously strong, big-capacity Coupe Express that cuts gasoline consumption and saves you substantial sums on oil and tires, besides. The quality of its Studebaker craftsmanship further protects you against frequent, costly lay-ups for repairs.

This Coupe Express comes complete with a roomy, full vision cab with controlled ventilation—variable ratio steering for easier parking and sure-footed steadiness on the curves—hydraulic shock absorbers—oversize hydraulic brakes and many other economy and performance features.

You can see Studebaker's handsome new Coupe Express at your local Studebaker dealer's. If you need a truck of more capacity, talk to him about Studebaker's Standard or Heavy Duty models.



New Studebaker Standard Truck Series for economical transport of medium loads. Chassis prices begin at \$626 delivered at factory.



New Studebaker Heavy Duty Truck Series makes every heavy load a pay load. Chassis prices begin at \$703 delivered at factory.

Prices shown here are delivered prices at factory, South Bend, Indiana as of January 27, 1941—subject to change without notice—Federal tax included.

Write Dept. L2, for descriptive folder, THE STUDEBAKER CORPORATION, SOUTH BEND, IND.



Firing its guns, a new light tank from Fort George C. Meade rumbles around armory. On top is a 30-caliber anti-aircraft machine gun and on the front is a 37-mm. gun.



Around a sharp corner during the battery drill whirls Battery C of the 55th Field Artillery. Horses are driven as fast as possible without upsetting or colliding caissons.

EMBLEMS OF EXCELLENCE



STANLEY CUP. In major league hockey the Stanley Cup has for 47 years been the emblem of the World Hockey Championship Title. As shown in the picture at the right, the rings that make up the base have been added to the original cup to provide room for engraving the names of the team and players annually winning this coveted trophy. To get its name on the cup a team has to be *good*.



ETHYL EMBLEM. There is a "Stanley Cup" for gasolines too. A gasoline in a pump which bears the Ethyl emblem has to be *good*. It must be "tops" in anti-knock (octane) rating and all-round quality. "Ethyl" means a quicker-starting engine in cold weather; a cooler-running engine in summer; extra power and economy the whole year through. When you stop to buy gasoline, the Ethyl emblem tells you which pump contains the best.



THE BETTER THE GAS, THE BETTER YOUR CAR

ETHYL GASOLINE CORPORATION, NEW YORK CITY



A cattle chute filters the arriving dancers into a corral containing a pair of frisky and highly articulate calves. Everyone had to negotiate the corral in order to gain access to the dance floor.



Booted, chaparajoed and sombreroed, Minot's AKD's tread hay-strewn gymnasium floor. Decorations were designed and painted by Senior Bob Gray. Here dancers have just finished a "circle"

Life Goes to a North Dakota Ranch Party

given by students at Minot State Teachers College

On the evening of March 1, members of Alpha Kappa Delta fraternity at Minot State Teachers College, Minot, N. Dak., held their annual winter dance. Set in the north-central prairies of the Flickertail State, Minot draws its students both from farming counties to the east and ranching counties to the west. In choosing a leitmotiv for their dance, Minot's AKD's looked west. They encompassed the floor of the college gymnasium with a panoramic mural depicting mountains and mesas. A cattle chute and corral where calves lay bedded down formed an entryway through which all guests had to pass. Invitations, printed on cigaret paper, were enclosed in Bull Durham tobacco sacks. For favors girl visitors received toy pistols and caps. Hay and straw strewn through the gym gave the dance floor an agreeably herbaceous texture.

In this sweet-scented, bovine atmosphere, 60 AKD's and their girls, dressed as dude ranchers, danced from 9 to 12 p. m. In anticipation, three hours of fun had not seemed long. But when midnight struck dancers were ready to stop. The music had been hot. A few allergic guests had started to sneeze. And heavy, high-heeled ranch boots were beginning to put the bite on tender academic feet.



At the Horse Troff dancers dampen hay-dusty throats with unspiked punch, dispensed by Twins Joan and Jean Lindland. Natural exuberance of AKD's made alcoholic stimulant superfluous.



two-step" and have rejoined partners for a conventional number. Music was by the nine-piece band of Jerry Stenehjelm, 17-year-old Minot high-schooler. There was no stag line, no cutting-in.



AKD brand is applied to wrist of squealing range beauty. In the foreground an authentic fire heats an authentic branding iron. But the "iron" in use here is actually an inked rubber stamp.



Roping act is staged by Jack Rindt, Minot alumnus who follows rodeo circuits summers, does welfare work winters. Here he throws "hurdle loop" with his right, a "wedding ring" with left.



At the Nifty Nook, guests wind up evening with wholesome hygienic water. (Sandwiches are on the way.) Gun on table is genuine. Minot dudes carried them at the party, fired off blanks.

Check the PYREX WARE *you need!*

✓ to bring your kitchen up-to-date
✓ to help you be a better cook!



JUST look at the sparkling modern Pyrex ware on these shelves! Every dish has a triple use—for cooking, serving, and storing. Don't wait! Stop at your favorite store now and get the Pyrex ware you need at today's low prices.

- 1 PIE PLATE.** Fast-baking Pyrex brand pie plate turns out "picture" pies every time. Four sizes—8½" pie plate only... **20¢**
- 2 CUSTARD CUPS.** Deep, 5 ounce custard cups for individual puddings, custards, popovers. You'll surely want a dozen! Each... **5¢**
- 3 LOAF PAN.** This loaf pan bakes bread, fish, meat, desserts, and keeps them hot! Two sizes. 9½" size only... **45¢**
- 4 ROUND KNOB-COVER CASSEROLE.** Keeps food hot for second servings. 5 sizes. Convenient quart size only... **50¢**
- 5 DOUBLE BOILER.** Get a Pyrex double boiler. Watch food come to just the right consistency! Two sizes; quart size only... **\$3.45**
- 6 MEASURING CUP.** Red-marked for easy measuring. Comes in three handy sizes... 8-oz., 16-oz., and 32-oz. 8-oz. size only... **15¢**
- 7 SAUCEPAN.** Wide flat bottoms "fit" top burners, speed up cooking. Sticky foods wash off easily. 1 quart size only... **\$1.65**

- 8 WELL AND TREE PLATTER.** Get it piping hot in the oven for serving broiled steaks. Well catches healthful meat juices. Only... **\$1.85**
- 9 EIGHT-PIECE MATCHED SET.** 1½ quart casserole with pie plate cover and six 5-oz. matching custard cups. Gift boxed... **\$1.00**

"LOOK AT AMAZING LOW PRICES"

FLAKY CRUSTS EVERY TIME

BAKE, SERVE AND STORE IN THE SAME DISH!

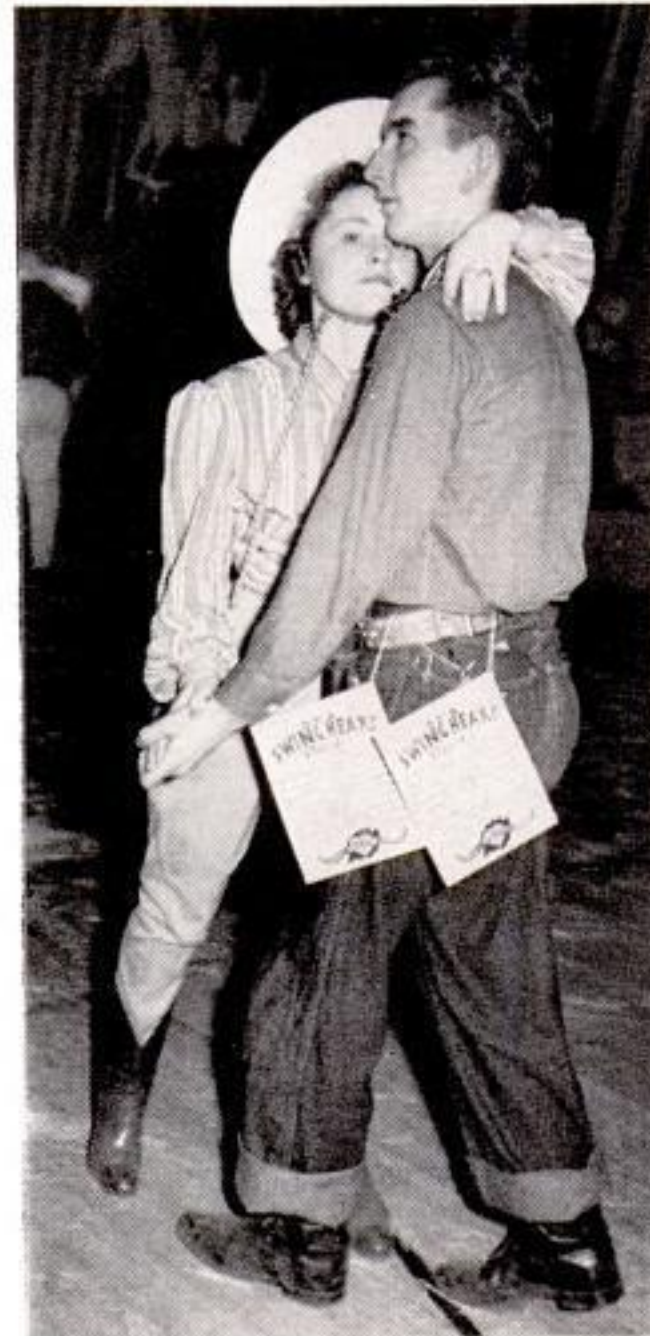
ACTUALLY WATCH FOOD COOK!

NO CLINGING RANCID ODORS OR TASTE!

PYREX

OVENWARE - FLAMEWARE

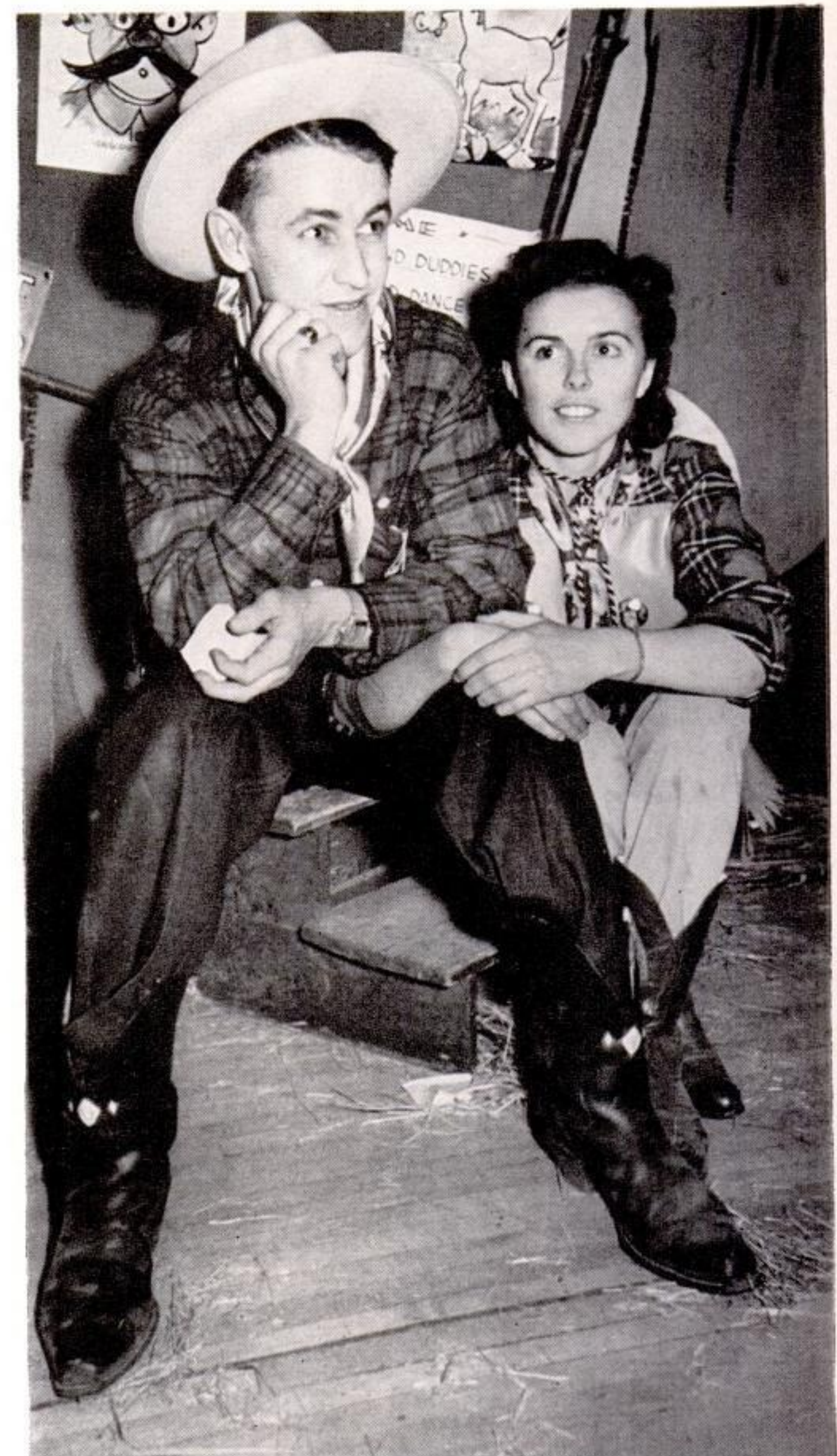
Ranch Party (continued)



Blue jeans smartly enfold dancing legs of George Merkel. Program cards dangle.



Spurs enforce safety zone behind Maurice Thorson. His partner: Margaret Fleming.



Plaid-shirted Sophomore Betty Hugh, 20, clamps a precautionary knee-hold on her errant-eyed escort, Morris Thompson, 21, as he spies something of interest in offing.



Dudiest couple are satin-shirted Marjorie Unwin, fancy-vested Rolf Ertresvaag.



Bootless June Steinke comfortably, hazardously, dances in her stocking feet.



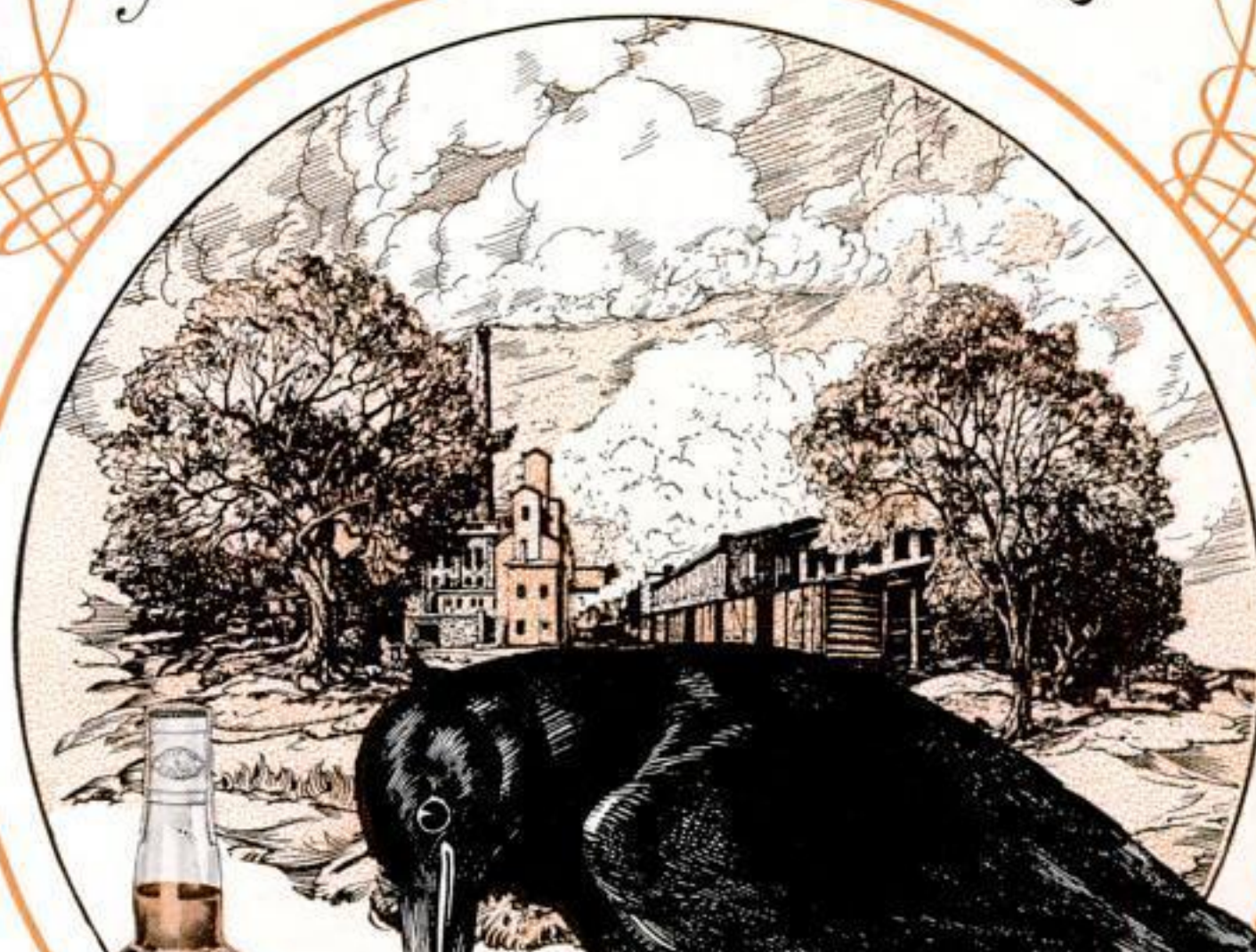
Bothersome boots are jacked from June Steinke's fed-up feet by Partner Ray Fred. Miss Steinke's feet were not the only ones to be unbooted before the evening's end.

Those in the know...ask for

OLD CROW

A TRULY GREAT NAME

Among America's Great Whiskies



Great trees enhance the beauty of the grounds at the Old Crow distillery.

There are a few things in this world without an exact counterpart. That Old Crow is one of them has been for more than 70 years the deep conviction of men who know fine whiskey.

BOTTLED IN BOND

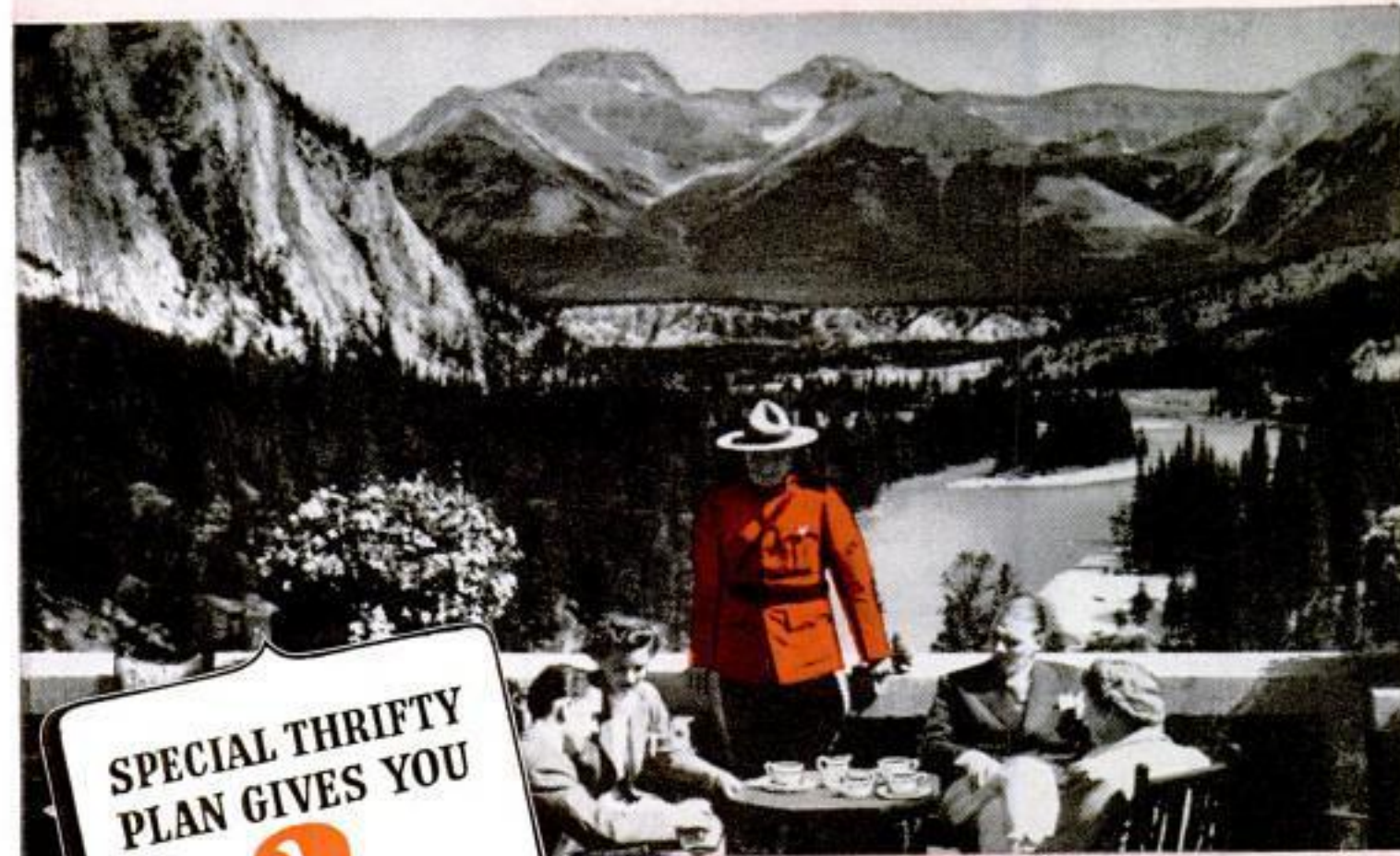
BOURBON OR RYE • KENTUCKY STRAIGHT WHISKEY
National Distillers Products Corporation, N. Y. 100 Proof

To or From The Pacific Coast...Take Advantage of

**STOP-OVER
ALL-EXPENSE
TOURS**

Banff

**LAKE LOUISE
EMERALD LAKE**
in the Canadian Rockies



**SPECIAL THRIFTY
PLAN GIVES YOU
3
VACATIONS
IN ONE!**

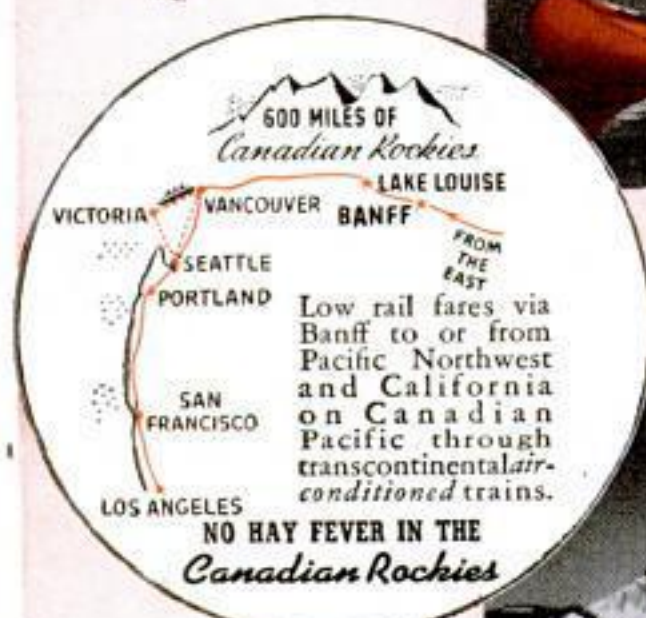
1. BANFF SPRINGS HOTEL... famed for its appointments and service. Celebrated cuisine... golf... tennis... riding... fishing... hiking... swimming... social gaiety.

**CANADA WELCOMES
U. S. CITIZENS...**

No Passports



Your American
Dollar Goes
Farther in Canada



3. EMERALD LAKE... picturesque Chalet in a Swiss village setting... informal atmosphere... boating, riding, hiking.



2. LAKE LOUISE... glamorous Chateau at the edge of the loveliest of glacial lakes. Bridle paths, mountain climbing, motoring, tennis, swimming.



COSTS SO LITTLE TO SEE SO MUCH

• Your stop-over tour enables you to see Banff, Lake Louise, Emerald Lake—2 to 6 days—for \$36.25 to \$73.25 up per person. Tours begin at Banff, June 7, and include hotel accommodations, meals at Banff and Lake Louise, visit to Emerald Lake and 126 miles of mountain motoring—or in reverse direction from

Field. Add rail fare to Banff or Field. Columbia Icefield tours at small cost.

Ask your travel agent or nearest Canadian Pacific office in NEW YORK (344 Madison Ave.) • BOSTON • PHILADELPHIA • WASHINGTON • ATLANTA • BUFFALO • CLEVELAND • DETROIT • PITTSBURGH • CINCINNATI • CHICAGO (71 E. Jackson Blvd.) • ST. LOUIS • KANSAS CITY • OMAHA • DALLAS • MINNEAPOLIS • ST. PAUL • SEATTLE • PORTLAND • SAN FRANCISCO • LOS ANGELES • MONTREAL and other cities in U. S. and Canada...or write Manager, Banff Springs Hotel, Banff, Alta., or Chateau Lake Louise, Lake Louise, Alta.

Canadian Pacific
WORLD'S GREATEST TRAVEL SYSTEM

PICTURES TO THE EDITORS

FLAG FREAK

Sirs:

On the boardwalk recently, visitors to Atlantic City witnessed this strange sight—a pair of flags flying in exactly opposite directions. There was a strong land breeze

blowing from the right and the flag in the foreground was apparently flying directly into the wind. Evidently it was caught by an eddy caused by the tall building on the right.

T. F. DIXON WAINWRIGHT
Gwynedd Valley, Pa.



POISONOUS PETS

Sirs:

These pictures show how my neighbor's boy, Carroll Thorp, "proves" the harmlessness of giant tarantula spiders. The first picture was taken four years ago, just after he had captured a tarantula by pouring water into its burrow. Recently

I photographed him with another tarantula, and this time for good measure he is holding a king snake. The tarantula, Carroll explains, secretes a lot of poison but is very weak and won't bite unless teased into it.

WELDON D. WOODSON
Los Angeles, Calif.



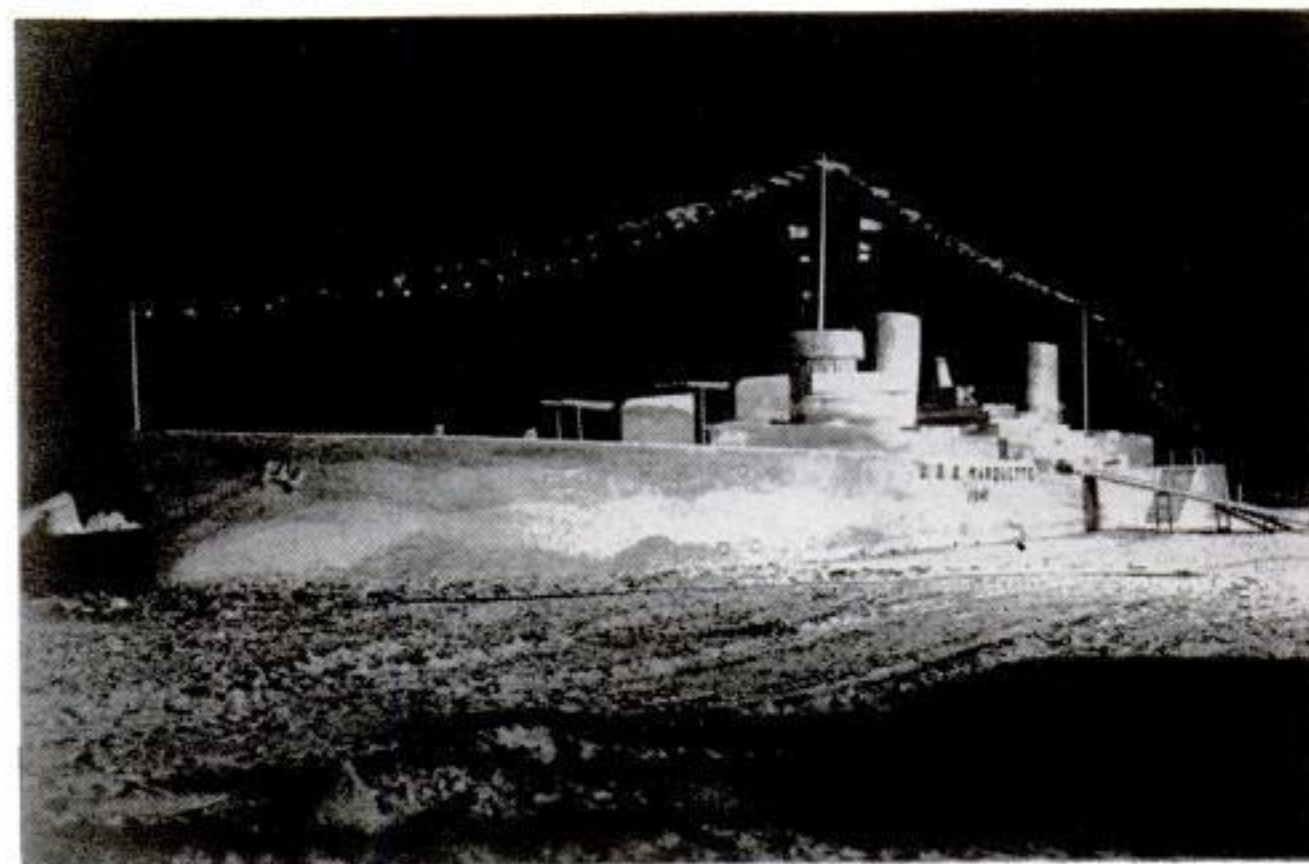
SNOW SHIP

Sirs:

This 220-ft. battleship, modeled in snow and ice for the 4th Annual Upper Peninsula Winter Carnival, is the largest snow sculpture ever modeled in the U. S. Cap-

tain Frank H. Kelley, who crowned the "1941 Queen of the North" aboard the icy ship, admonished the construction engineers to keep the U. S. S. *Marquette* out of tropical waters.

E. W. SKOG
Marquette, Mich.





DO THIS To Help Prevent Many Colds Developing...

Any time you start sneezing, or sniffing, or feel nasal irritation, just remember those are Nature's warnings that a cold may be headed your way. Here's WHAT TO DO. Put a few drops of Vicks Va-tro-nol up each nostril. This simple precaution helps prevent many colds from developing. Keep it handy. Use it early.

3-PURPOSE MEDICINE

And remember . . . when you are suffering with a head cold—or transient congestion stops up your nose and spoils your sleep—Vicks Va-tro-nol does 3 important things for you: (1) *Shrinks* swollen membranes; (2) *Soothes* irritation; (3) *Helps Clear Out* nasal passages. No wonder you breathe so much easier, feel so much better!

VICKS VA-TRO-NOL

CHEST COLDS

To relieve misery, rub on Vicks VapoRub at bedtime. Its poultice-vapor action eases coughing, muscular soreness or tightness, loosens phlegm.

VICKS VAPORUB

SHAVE THE NEW PAINLESS WAY

BARBERS KNOW WHAT'S GOOD—A BIT OF NOXZEMA BEFORE LATHERING



Famous medicated cream softens beard—soothes sensitive skin



• If you have a tough beard and a tender skin, try the trick used by scores of barbers. Just apply a little medicated Noxzema before lathering—or use it alone as a latherless shave. See how Noxzema soothes and protects sensitive skin . . . no razor pull—no drag—no smarting after-shave irritation! And notice how cool and comfortable your skin feels.

Start shaving the new Noxzema way today. For a limited time you can get a generous 25¢ trial jar of Noxzema for only 19¢ at any drug or department store.

25¢ TRIAL JAR 19¢

FEET HURT?

QUICK RELIEF FOR TIRED, BURNING, TENDER, ITCHY, PERSPIRING FEET. SOFTENS CORNS AND CALLOUSES.

• AT ALL DRUGGISTS SINCE 1870 •

JOHNSON'S FOOT SOAP

BORAX, IODIDE AND BRAN

PICTURES TO THE EDITORS

(continued)

HUNGRY CHICKADEE

Sirs:

This little chickadee came to tea on a window sill of my home, and I photographed him through the open window. His repast consisted of crushed walnut meats. After eating heartily, he thriftily tossed a few tidbits over the side into the saucer (bottom picture) to take along home.

J. T. FITZGERALD

Ingersoll, Ont.



"We specialize in pleasant trips



TO ALL THIS AMAZING AMERICA!"

(Hear what these specialists have to say, before you choose any transportation)

• **THE TRAVEL BUREAU GIRL**—"Mine is the most interesting job in travel—I sell *expense-paid tours* to scores of interesting places in America—big cities, historic spots, national parks and playgrounds. I arrange everything—transportation, hotels, sightseeing, entertainment—all in one money-saving package. That means I do *all the planning*, you have *all the fun*."

• **THE DRIVER**—"You're sure to meet me when you go Super-Coach . . . I'm the Greyhound driver. Safety experts recently dug into the records and came up with the fact that I operate 14 times as safely as the average automobile driver. When you see the rigid safety precautions I take, you'll understand why."

• **THE TICKET AGENT**—"I'm your Greyhound agent . . . my specialty is *pleasant trips* to anywhere in America. At my finger-tips is full information about interesting highways, optional routes, time-saving schedules—rates so low you can go *three times as far* for a dollar as you can in your own car. May I help you?"

• **THE MECHANIC**—"Don't leave me out! I'm the skilled Greyhound mechanic who tunes up and overhauls the Super-Coach power plants. I check the air-conditioning units and everything that adds to the comfort and smooth-riding of these luxury buses. There are thousands like me—all over the country."

THIS AMAZING AMERICA as seen by Super-Coach



17TH CENTURY TOWN. Quaint Williamsburg, Virginia, still looks today as it did when it was a colonial capital.



FABULOUS LUMBERJACK. Statues of Paul Bunyan, and his gigantic blue ox, Babe, still stand on the shores of Lake Bemidji, Minn.

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GREYHOUND

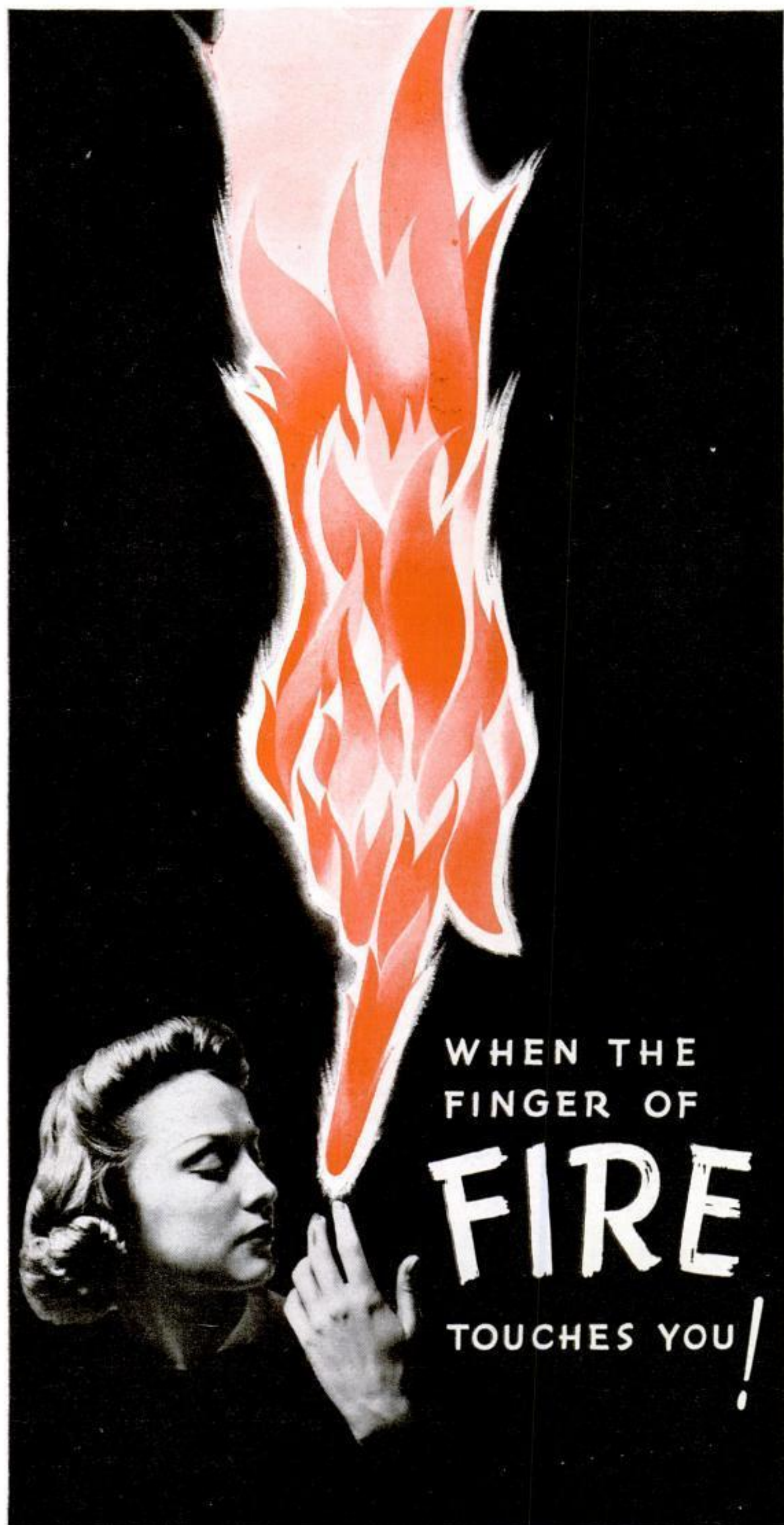
GET BRAND-NEW CARTOON MAP "THIS AMAZING AMERICA"

Just off the press—a humorous, entertaining cartoon map, lithographed in full colors, measuring 20 x 30 inches, picturing and describing more than 100 strange, unusual places in the United States. For your free copy, send this coupon to GREYHOUND INFORMATION OFFICE at nearest city listed above—no local address needed.

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UNGUENTINE

gives one-two-three relief!

- Relieves Pain
- Fights Infection
- Promotes Healing

A burn remedy that's an *Antiseptic*;
An antiseptic that's a *Burn Remedy*!

In tubes, tins and jars, at druggists.

Keep a tube in the kitchen, too!



A MODERN,
SOOTHING ANTI-
SEPTIC FOR CUTS,
SCRAPES, SKIN IR-
RITATIONS, BURNS
AND SCALDS.



*Reg. U. S. Pat. Off.

PICTURES TO THE EDITORS

(continued)

BIG BLOW

Sirs:

"You have to be tough to be a wrestler and strong man," says Rocky Brooks, professional muscle man who hammers nails with his bare fists just for the fun of it.

Now the proprietor of three fruit stores in Sydney, Australia, he recently demonstrated his lung power for the camera by blowing up an ordinary hot water bottle until it burst like a balloon.

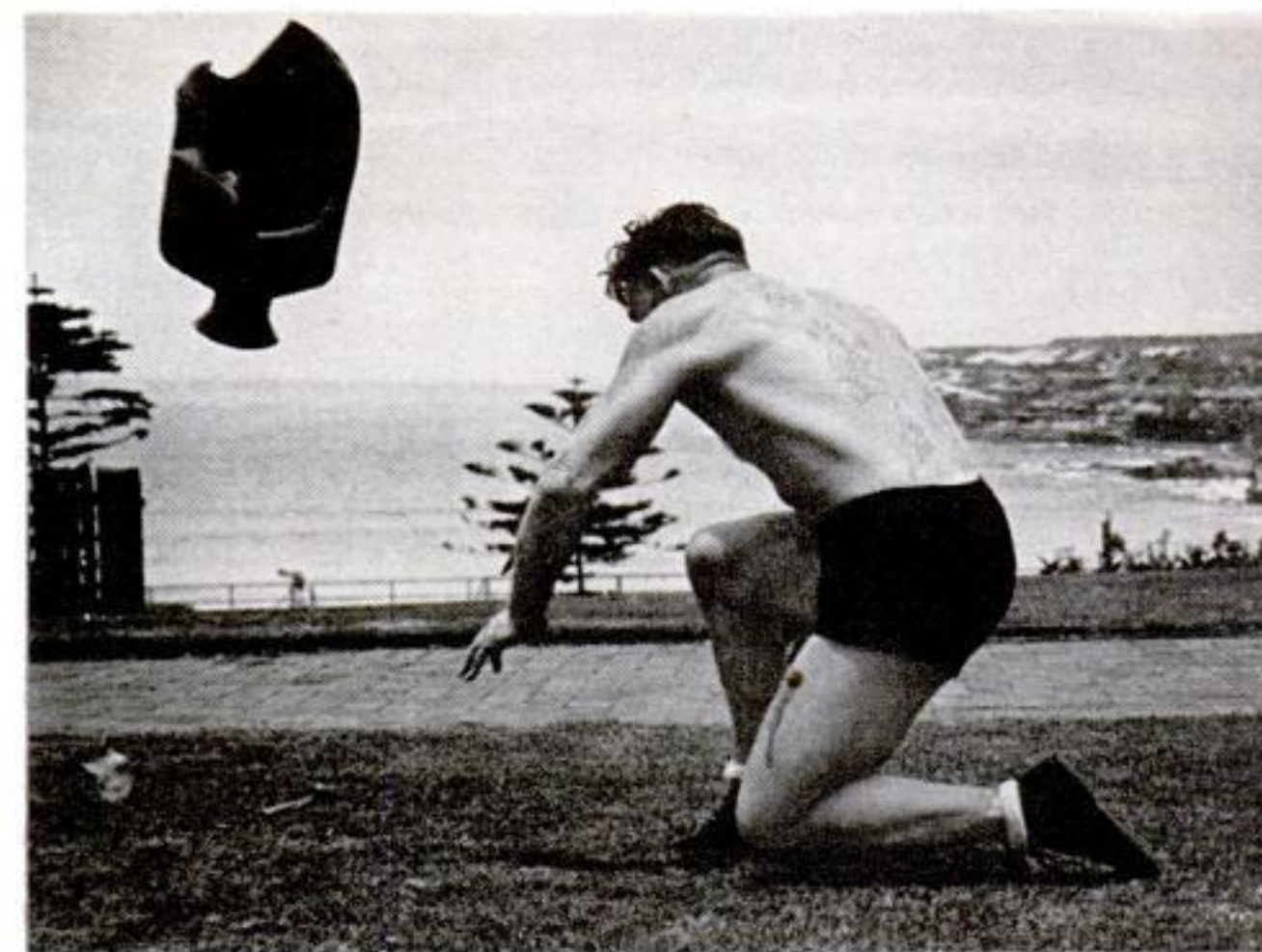
JAMES CLAYTON WELCH
Sydney, Australia.



STRONG MAN BROOKS PUFFS THE HOT WATER BOTTLE INTO A HUGE BALLOON



WITH A TREMENDOUS "POPI!" THE RUBBER BAG BURSTS AND FLIES OFF (BELOW)



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MIRACLE IN THE

Devil's Dance hall

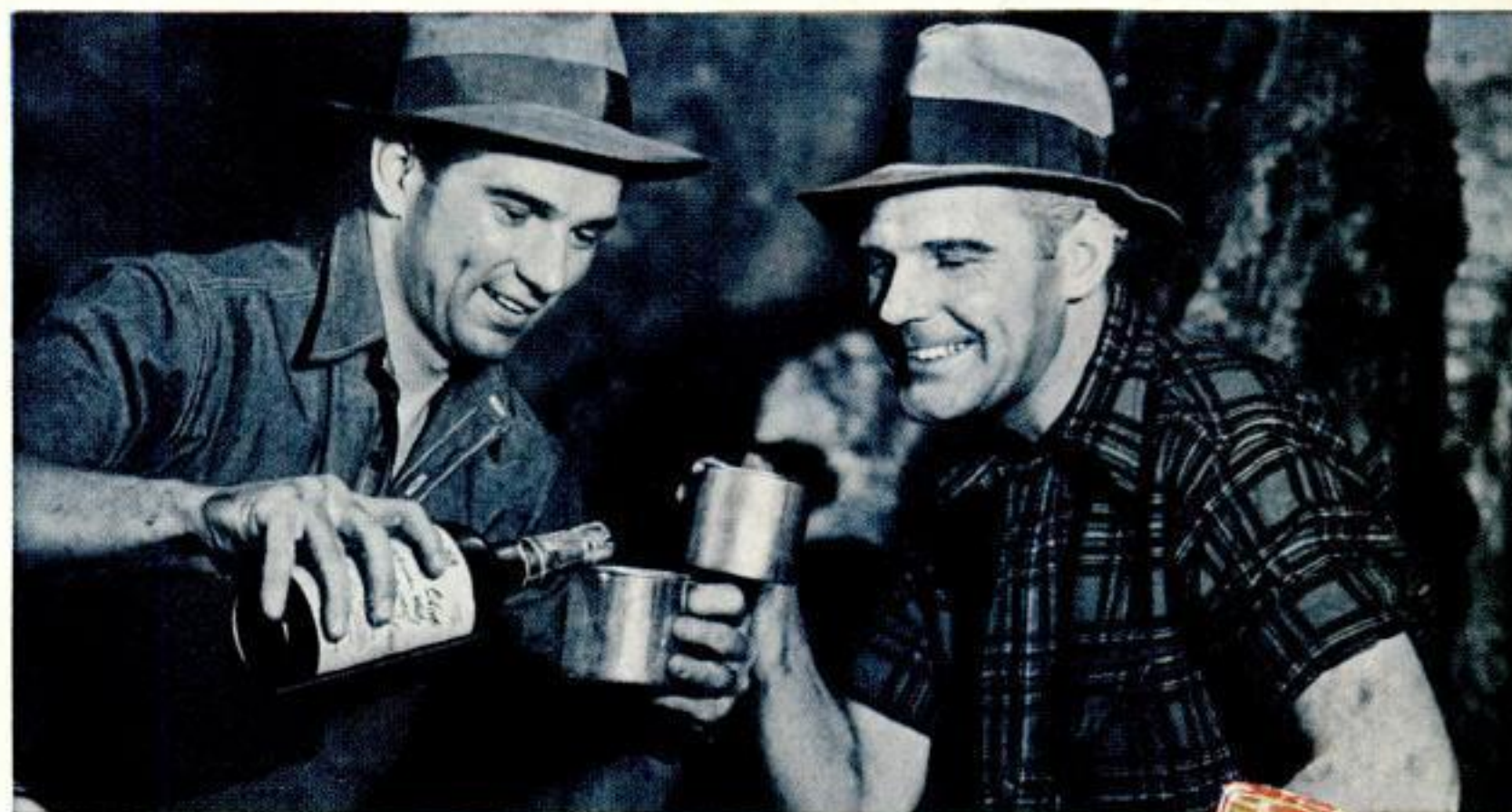
1. "Canadian Club must have nine lives," observes a correspondent.

"Because while it's always falling overboard or getting lost, strayed, or stolen in your ads, it always turns up in time for a happy ending. However—I believe these stories *now*—since the same thing

happened to me. We were exploring some caves in Australia. In one vast cavern, which we nicknamed the Devil's Dance Hall, we laid down our supplies and sat down to rest.



2. "Suddenly we heard an ominous cracking noise and looked up in time to see a nine-hundred-pound stalactite crashing down on us... things moved pretty rapidly for the next few seconds. We barely managed to get out of the way before the mass of stone hit the floor of the cave with a thunderous smash. And it crushed all our supplies—with a single exception:



3. "—Our bottle of Canadian Club stood invitingly unscratched just next to a huge piece of the fallen rock. Refusing to take any more chances, we opened it then and there. And here are two people to testify that Canadian Club tastes just as comforting and mellow by flashlight, as it does by lamp-, camp-, or day-light!"



CHANGE TODAY, AS THOUSANDS HAVE

Taste for yourself why more Americans drink Canadian Club than any other Imported Whisky

WHY do *twice* as many Americans now drink Canadian Club as did a few years ago? Why have they changed to this rare, imported whisky?

The answer is in Canadian Club's utterly *distinctive* flavor—its all-round agreeable nature—that surprises and delights *all* tastes. Men themselves say Canadian Club is "light as Scotch," "rich as rye," "satisfying as bour-

bon." Yet it has a delicious flavor all its own.

In Scotland, as in U.S.A., Canadian Club is the leading imported whisky. It is a favorite in 87 lands. Discover why, for yourself. Just try this unusual whisky in your usual drink, and taste the pleasing difference. Start to enjoy Canadian Club today! Canadian Club Blended Canadian Whisky. 6 years old. 90.4 proof. Imported by Hiram Walker & Sons Inc., Peoria, Illinois.

IN 87 LANDS
WHISKY-WISE
MEN ASK FOR

Canadian Club



THE SMOKE OF SLOWER-BURNING CAMELS GIVES YOU EXTRA MILDNESS, EXTRA COOLNESS, EXTRA FLAVOR

AMERICA'S No. 1 SKIER DICK DURRANCE VS. THE STOP-WATCH AT SUN VALLEY

He's a little man to look at—but on a pair of "hickories" he's a mighty giant. Records? It's easier to count the few he *hasn't* won. At one time or another he's held virtually every major down-hill and slalom title in North America. He smokes...as much as he likes...but note: He smokes the slower-burning cigarette that gives extra mildness and less nicotine in the smoke...Camel.



IT'S SWELL TO
GET THAT **EXTRA
MILDNESS** IN A SMOKE
AS TASTY AS A CAMEL.
THERE'S NOTHING LIKE A
CAMEL FOR **FLAVOR**



AT THE ROUNDHOUSE high up on Sun Valley's famous Baldy Mountain, Dick Durrance (above) takes time out for another Camel. "That Camel flavor is something special," he says. "Always hits the spot."

And the answer is Camel's costlier tobaccos in a matchless blend—they're *slower-burning*! (See below.)

Try the slower-burning cigarette yourself. Know the supreme pleasure of a smoke free from the excess heat and irritating qualities of too-fast burning...extra cool, extra mild. Enjoy every flavorful puff with the comforting assurance of science that in Camels you're getting less nicotine in the smoke (*actual figures above, right*).

By burning 25% slower than the average of the 4 other largest-selling brands tested—slower than any of them—Camels also give you a smoking *plus* equal, on the average, to **5 EXTRA SMOKES PER PACK!**

AND

28%

LESS NICOTINE

than the average of the 4 other largest-selling cigarettes tested—less than any of them—according to independent scientific tests of the smoke itself

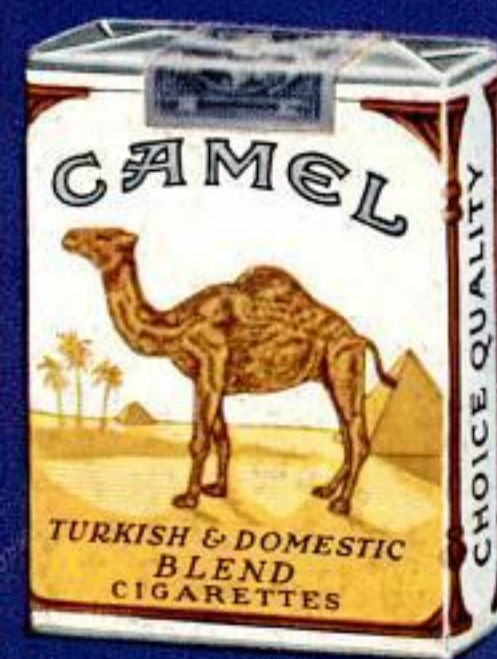
FIVE of the largest-selling cigarettes...the brands that most of you probably smoke right now...were analyzed and compared by tests of the smoke itself. For, after all, it's what you get in the smoke that interests you...the smoke's the thing.

And over and over again the smoke of the slower-burning brand...Camel...was found to contain less nicotine. Another triumph for slower burning! Another reason for Camel's front-line position in the cigarette field!

Science could tell you other equally important advantages of slower burning, but try Camels. Smoke out the facts for yourself. The smoke's the thing!

Dealers everywhere feature Camels by the carton. For convenience—for economy—get *your* Camels by the carton.

R. J. Reynolds Tobacco Company, Winston-Salem, North Carolina



THE SMOKE'S THE THING!

CAMEL—THE SLOWER-BURNING CIGARETTE